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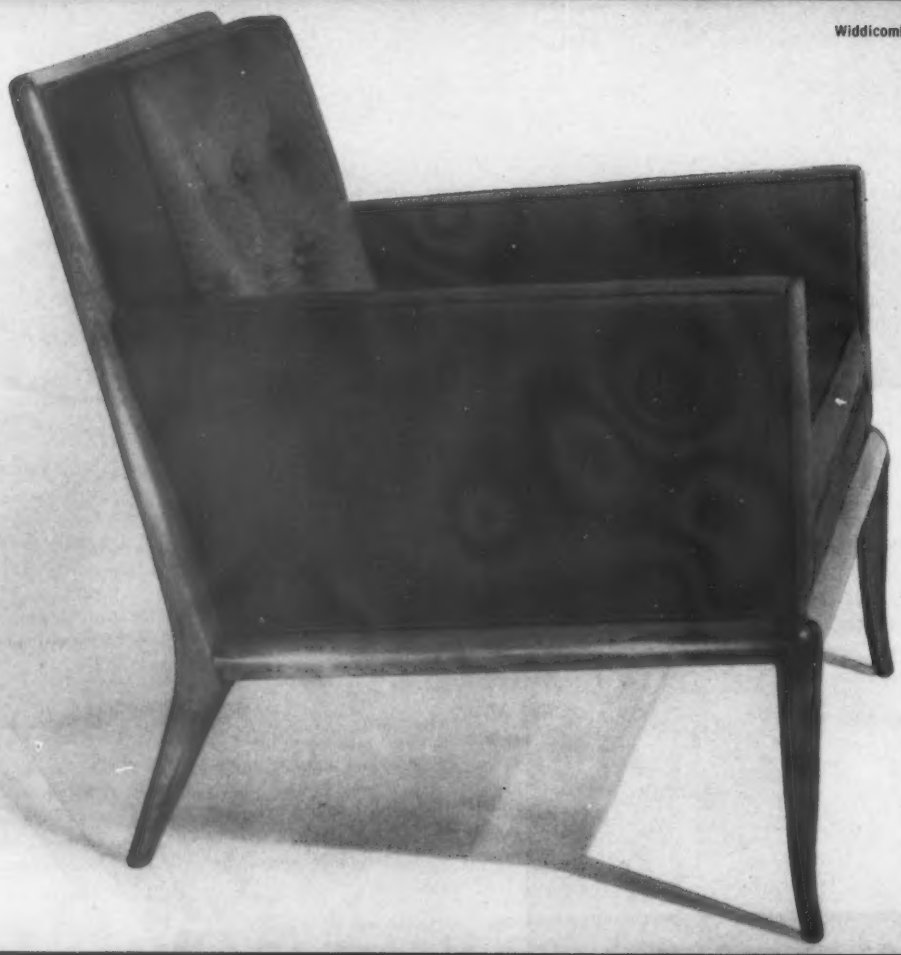

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INTERIOR DESIGN

VOLUME 28 NUMBER 12 DECEMBER 1956

QUALITY SOURCES • *A convenient monthly indexed buying guide to quality sources of supply in this issue* 11, 12, 14

MARKET SPOTLIGHT • *A brief guide to new sources and products* 17

EDITORIAL 63

STANDARDS IN DESIGN 64

SIT-BY-THE-FIRE 72

OFFICES: TOUCHED BY THE ORIENT 78

SOPHISTICATION 84

SUMMER FURNITURE MARKET 88

BUSINESS PRACTICE *by Harry Siegel, C.P.A.* 93

A GOLDEN THEME 94

ACHIEVEMENT AWARDS 96

DESIGN INTEGRATION 98

7 INTERIOR DESIGNERS 102

LIGHTING FIXTURE IDEAS FROM EUROPE 109

TRADE NOTES 140

11TH ANNUAL A.I.D. HOMEFURNISHINGS DESIGN COMPETITION 154

A.I.D. NEWS 165

Cover: "Tree of Life" in stained glass, by Mariette Bevington, in Church of St. Joseph, R. C., Babylon, L.I., from Bourges separation sheets.

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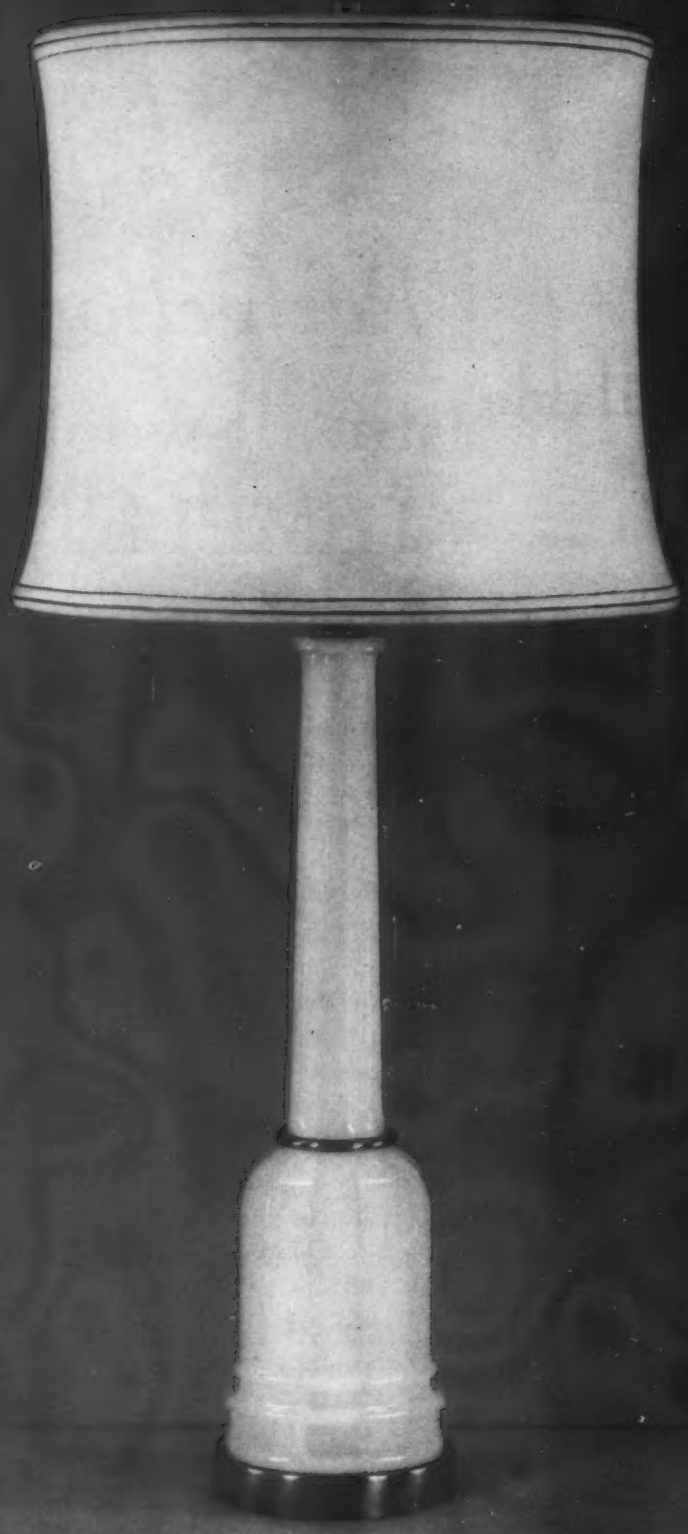

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ACCESSORIES

	TELEPHONE	PAGE NO.
Complement, Decorative Accessories by Buzza Jr., Inc., 1653 11th St., Santa Monica, Calif.		141
DeLuca, Pino, Importers, 205 E. 49th St., N. Y. C. 17	PL 5-9294	155
Dunn, John W., Mfg. Co., 7807 S. Lowe, Chicago, Illinois	ST 3-5016	29
Florentine Craftsmen, Inc., 479 1st Ave., N. Y. C. 16	LE 2-3926	169
Goodman-Dean-Scott, 7051 Ravenswood Ave., Chicago 26, Illinois	HO 5-7060	29, 169
Grow & Cuttle, Inc., 6-100 Merchandise Mart, Chicago 54, Illinois, and 227 E. 56th St., N. Y. C. 22	TE 8-3040	122
Hargri, Inc., 212-14 W. Kinzie St., Chicago 10, Ill.	MI 2-4885	26-31
Interiors Import Company, Inc., 783 3rd Ave., N. Y. C. 17	PL 5-5565	45
Leeds, Wm. B., Gallery, 33 Beekman Pl., N. Y. C. 22	EL 5-1828	148
Lifetime Clocks, Zeeland, Mich. • 115 W. 40th St., N. Y. C. 18	LA 4-1900	145
Mead, Jo, Designs, 220 W. St. Paul, Chicago, Illinois	DE 7-5627	159
Mottahedeh & Sons, 225 5th Ave., N. Y. C. 10	MU 5-3050	165
Norman Designs, 1419 N. E. 129th St., No. Miami, Florida	PL 1-8907	28
Shirl-Fay Designs, 4648 N. Pulaski, Chicago, Illinois	PE 6-5083	31
Syracuse Ornamental Co., Inc., Dept. ID, Syracuse 3, N. Y.	SY 3-6191	151
Wagner, Sherle, 123 E. 57th St., N. Y. C. 22	PL 8-3300	133
Wire Frame Shop, 531 W. 51st St., N. Y. C. 19	JU 6-4239	160

ANTIQUES

Albert's Antiques, 1423 N. Clark St., Chicago 10, Illinois	SU 7-9800	160
Benthan Ltd., 924 3rd Ave., N. Y. C. 22	PL 8-3326	151
French & Company, Inc., 210 E. 57th St., N. Y. C. 22	PL 3-9650	136
Lawson, Richard, 125 N. Robertson Blvd., Los Angeles 48, Calif.	CR 6-0965	133
Martine, Ed., 904 3rd Ave., N. Y. C. 22	PL 3-1463	135
Meredith Galleries, 212-216 E. 57th St., N. Y. C. 22	PL 3-0572	149

BEDS & BEDDING

Beckley, Charles H., Inc., 201 E. 56th St., N. Y. C. 22	PL 9-8450	142
Head-Bed Co., Inc., 976 Third Ave., N. Y. C. 22	PL 5-4090	157

CLASSIFIED ADVERTISING

168

FABRIC PROCESSING

Perma Dry, 3 W. 17th St., N. Y. C. 11	WA 4-0877	164

FABRICS

Clark & Burchfield, Inc., 104 N. Robertson Blvd., Los Angeles 48, Cal.	CR 6-1158	152
Columbus Coated Fabrics Corp., 7th and Grant Aves., Columbus, Ohio		111
Decorative Fabrics, Inc., 13 E. 53rd St., N. Y. C. 22	MU 8-3572	8
du Pont de Nemours, E. I., & Co., Fabrics Div., Wilmington 98, Del.	4-5121	51
Fridek, Stephen, Fabrics, Inc., 28 E. 55th St., N. Y. C. 22	PL 8-0365	140
Hexter, S. M., 509 Madison Ave., N. Y. C. 22	EL 5-5587	35
Jofa, Inc., 45 E. 53rd St., N. Y. C. 22	PL 5-0500	41
Kroll, Boris, Fabrics, 220 E. 51st St., N. Y. C. 22	PL 5-6200	62
La France Decorative Fabrics, Inc., 2 Park Ave., N. Y. C. 16	LE 2-6800	167
Lee, A. H. & Sons, Inc., 501 Madison Ave., N. Y. C. 22	EL 5-1711	56
Maix, L. Anton, 48 E. 53rd St., N. Y. C. 22	PL 3-1981	37
Mauretania Fabrics, Inc., 140 E. 56th St., N. Y. C. 22	PL 5-4321	139
Mueller, Christian & Assoc., 1314 Merchandise Mart, Chicago 54, Ill.	SU 7-0707	160
Rancocas Fabrics, 139 E. 57th St., N. Y. C. 22	PL 3-8070	140
Scalamandrè Silks, Inc., 63 E. 52nd St., N. Y. C. 22	PL 9-2070	2, 3
Schumacher, F. & Co., 60 W. 40th St., N. Y. C. 18	LO 5-5700	39
Scott, Isabel, Fabrics Corp., 515 Madison Ave., N. Y. C. 22	PL 3-7418	117
Stroheim & Romann, 35 E. 53rd St., N. Y. C. 22	PL 5-9500	61
Thorp, J. H., & Co., Inc., 250 Park Ave., N. Y. 17	EL 5-5300	7
Walter, D. N. & E., 562 Mission St., San Francisco, Calif.		15

FIREPLACE EQUIPMENT

Bame, H. A., 210 E. 52nd St., N. Y. C. 22	EL 5-6996	147
Bennett-Ireland, Inc., 1256 Vine St., Norwich, New York	NO 4-3216	149
Jackson, Edwin, Inc., 159 E. 54th St., N. Y. C. 22	PL 9-8210	116
Jackson, Wm. H., Co., 3 E. 47th St., N. Y. C. 17	PL 3-9400	163
Ye Olde Mantel Shoppe, 327 E 48th St., N. Y. C. 17	PL 8-3210	168

FLOOR COVERINGS

Bigelow, Dept. B, 140 Madison Ave., N. Y. C. 16	OR 9-3000	46
Carpet Corporation of America, 515 Madison Ave., N. Y. C. 22	PL 3-2525	167
Coury Rugs, Inc., 515 Madison Ave., N. Y. C. 22	PL 3-6840	160
du Pont de Nemours, E. I. & Co., Nylon Div., Wilmington 98, Del.	DE 4-5121	42
Harootunian, O., & Sons, Inc., 52 W. 53rd St., N. Y. C. 19	PL 5-8222	147
Jones, L., Co., Inc., 19 E. 53rd St., N. Y. C. 22	PL 5-4900	141
Karagheusian, A. & M., & Sons, Inc., Commercial Division, 295 5th Ave., N. Y. C. 16	OR 9-1220	36
Lees, James & Sons Company, Bridgeport, Pa.	NO 8-2600	18
Robbins Bros., Inc., 281 5th Ave., N. Y. C. 16	MU 9-3612	9
Templeton, James, & Co., Ltd., 281 5th Ave., N. Y. C. 16	MU 9-3612	9
Treganowan, Ernest, Inc., 49 E. 53rd St., N. Y. C. 22	PL 5-0330	118
Williams, Roy, Co., Inc., 18 W. 55th St., N. Y. C. 19	JU 6-0075	123

FLOORING

Kentile, Inc., 58 Second Ave., Brooklyn 15, N. Y.	SO 8-9500	24
Metals for Floors Co., (Nu-Brass), 515 Madison Ave., N. Y. C. 22	PL 5-7546	152
Robbins Floor Products Inc., 535 5th Ave., N. Y. C. 17	MU 2-0148	13

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DECEMBER 1956

PURCHASING NOTES

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FURNITURE

	TELEPHONE	PAGE NO.
Albano Co., Inc., 307 E. 46th St., N. Y. C. 17	PL 5-3273	59
Aluminum Furniture by Sandfort, Inc., 127 E. 60th St., N. Y. C. 22	TE 8-7943	128
American Chair Company, 911 N. 11th St., Sheboygan, Wisc.	SH 5027	130
Arbuck, Inc., 473 4th Ave., N. Y. C. 16	MU 3-6735	132
Austin Group, Inc., 602 W. 16th, Austin, Texas		28
Baker Furniture, Inc., 305 E. 63rd St., N. Y. C. 21	TE 2-8640	172
Barber, Robert, Inc., 6 E. 53rd St., N. Y. C. 22	EL 5-0785	153
Berge-Norman, Inc., 1 Park Ave., N. Y. C. 16	MU 3-3840	139
Biggs Antique Co., Inc., 900 W. Marshall St., Richmond, Va.	2-8321	129
Bodart, Jacques, Inc., 49 E. 53rd St., N. Y. C. 22	EL 5-6171	1
Brunovan, Inc., 425 E. 53rd St., N. Y. C. 22	EL 5-2267	156
Built Rite Upholstery Co., 51-53 Paterson Ave., Wallington, N. J.	PR 7-6729	140
Campbell, S. J., Co., 6-171 Mdse. Mart, Chicago, Ill.	WH 3-1450	123
Casaragi Furniture Co., 323 E. 65th St., N. Y. C. 21	TR 9-3290	169
Charak Furniture Co., 444 Madison Ave., N. Y. C. 22	EL 5-5045	back cover
Chicago Hardware Foundry Co., 59126 Commonwealth Ave., N. Chicago, Illinois	RO 4-9558	137
Colonial Mfg. Co., Zeeland, Mich.	2159	43
Colombo, Leopold & Bro., Inc., 327-329 E. 34th St., N. Y. C. 16	MU 5-3975	148
Curtis Products, Inc., Ashburnham 10, Massachusetts		158
Decorative Furniture Manufacturers Assoc., 350 Madison Ave., N. Y. C. 17	MU 2-4372	55
Decorators' Showroom, 440 North Wells St., Chicago, Ill.	SU 7-4994	6
DeGaal & Walker, Inc., 405 E. 62nd St., N. Y. C. 21	TE 8-7575	142
design international, 17 E. 53rd St., N. Y. C. 22	PL 3-8931	123
diLucca Inc., 1226 2nd Ave., N. Y. C. 21	LE 5-0005	159
Dods-Murdick, 6-115 Mdse. Mart Plaza, Chicago 54, Ill.	SU 7-9451	135
Dumont-Hall, 628 2nd Ave., N. Y. C. 16	MU 3-3711	153
Erwin-Lambeth, 136 E. 40th St., N. Y. C. 16	MU 9-8555	48
Fabry Associates, Inc., 6 E. 53rd St., N. Y. C. 22	PL 3-8931	143
Furniture Specialties, 316 E. 61st St., N. Y. C. 21	TE 8-7040	134
Geller, Charles B., 6-131 Merchandise Mart, Chicago, Illinois	SU 7-3774	122
Granick Furniture Co., 2nd Ave. at 64th St., N. Y. C. 21	MU 9-1980	53
Grosfeld House, Inc., 215 E. 58th St., N. Y. C. 22	EL 5-3227	16
Guild Furniture Co., 34 E. 19th St., N. Y. C. 3	GR 7-3940	118
Hamilton, Charles, Inc., 18 E. 50th St., N. Y. C. 22	PL 9-2235	134
Hargri, Inc., 212-14 W. Kinzie St., Chicago 10, Ill.	MI 2-4885	26-31
J. G. Furniture Co., Inc., 543 Madison Ave., N. Y. 22	PL 8-1780	115
Kittinger Co., 1893 Elmwood Ave., Buffalo 7, N. Y.	BE 3010	125
Knapp & Tubbs, Inc., 6-187 Merchandise Mart, Chicago 54, Ill.	DE 7-7144	170
Knoll Associates, Inc., 575 Madison Ave., N. Y. C. 22	MU 8-7900	21
Lincoln Lounge Co., The, 5200 Euclid Ave., Cleveland, Ohio	EX 1-5533	29
Macey-Fowler, Inc., 305 E. 63rd St., N. Y. C. 21	TE 8-5900	23
Mansfield Furniture Corp., 236 E. 59th St., N. Y. C. 22	PL 1-2257	166
Marden Mfg. Co., Inc., 1015 N. Halsted St., Chicago 22, Ill.	WH 4-4707	161
Mayfair Industries, Inc., 601 Madison Ave., N. Y. C. 22	EL 5-7688	169
McGuire Co., The, Jackson Square, San Francisco 11, Calif.	YU 6-5776	132
Meldan Furniture Co., 100 Business St., Hyde Park, Boston, Mass., and 2nd Ave. at 64th St., N. Y. C. 21	TE 8-3040	39
Meyer-Gunther-Martini, Inc., 511 E. 72nd St., N. Y. C. 21	RE 4-0878	50
Mittman, M., Co., 316 E. 53rd St., N. Y. C. 22	PL 3-6390	20
Mueller Furn. Co., 600 Monroe Ave., N.W., Grand Rapids, Mich.	GR 8-1366	157
Myrtle Desk Co., High Point, N. C.		145
Nahon Company, 423-35 E. 56th St., N. Y. C. 22	PL 3-6590	116
Natale Showrooms, Inc., 222 E. 46th St., N. Y. C. 17	MU 2-4852	155
Olympia Furniture Co., 636 1st Ave., N. Y. C. 16	MU 3-0894	156
Orsenigo Co., Inc., 160 E. 56th St., N. Y. C. 22	PL 5-4892	123
Pashayan, Edward, & Co., Inc., 320 E. 65th St., N. Y. C. 21	TR 9-4421	138
Philips-Bruce Furniture, Inc., 944 Third Ave., N. Y. C. 22	PL 3-2680	163
Pine-Tique Furniture, Inc., Grand Haven, Michigan		143
Pizzillo Co., Inc., 231 E. 51st St., N. Y. C. 22	PL 5-1592	150
Ritts Co., Dept. ID-126, 2221 So. Sepulveda Blvd., Los Angeles 64, Calif.		149
Robinson-Johnson Showrooms, Inc., 919 Chattahooche Ave., N.W., Atlanta, Ga.	TR 5-2751	131
Rway Furniture Co., Sheboygan, Wisconsin, and 4th Ave., at 30th St., N. Y. C. 3	MU 6-1424	57
Saybolt & Cleland Inc., 325 N. 17th St., Phila., Pa.	RI 6-8724	168
Scerbo, Frank, & Sons, Inc., 140 Plymouth St., Brooklyn 1, N. Y.	UL 2-5959	138
Seminole Furniture Shops, Inc., 300 E. 54th St., N. Y. C. 22	PL 3-6513	124
Sligh of Grand Rapids, Waters Building, Grand Rapids, Mich.		2nd cover
Smith & Watson, Inc., 20 E. 55th St., N. Y. C. 22	PL 3-1462	151
Statton Furn. Mfg. Co., Dept. ID-56, Hagerstown, Md.	362	127
Stembridge Mfg. Co., 131 N. Green St., Chicago 7, Ill.	MO 6-3618	162
Tomlinson of High Point, 305 W. High St., High Point, N. C.	4521	136
Townsend Mfg. Co., Exhibitors Bldg., Grand Rapids, Mich.	GR 9-4161	137
Tropi-Cal, 1319 W. Pico Blvd., Los Angeles, Calif.	RI 7-9948	127
Vanleigh Furniture Co., 323 E. 44th St., N. Y. C. 17	MU 4-6700	19
Veit Furniture Corp., 133 Broadway, Hanover, Pennsylvania	4192	137
Westman Shops, 441 N. Franklin, Chicago, Ill.	DE 7-5595	28
Wheelwright, Richard, Inc., 227 E. 56th St., N. Y. C. 22	PL 8-0950	3rd cover
Widdicomb Furn. Co., The, 305 E. 63rd St., N. Y. C. 21	TE 8-1420	4
Willow & Reed, 1 Park Ave., N. Y. C. 16	MU 5-9664	164
Wood & Hogan, Inc., 425 E. 53rd St., N. Y. C. 22	EL 5-1355	60

LAMP SHADES

Vitow, Ruth, 923 3rd Ave., N. Y. C. 22	EL 5-6881	161

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DECEMBER 1956

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Decorator: William Gold

Floors this page installed by William Gold.

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LAMPS AND LIGHTING	TELEPHONE	PAGE NO.
Abels, Wasserberg & Co., Inc., 23 E. 26th St., N. Y. C. 10	MU 6-0445	25
Arkin, Lucia, 8671 Melrose Ave., Los Angeles 46, Calif.	CR 1-6713	31
Art Lamp Corp., 1322 S. Wabash Ave., Chicago 5, Ill.	MO 6-8488	141
Bernay, Lee, Assoc., 390 Second Ave., N. Y. C.	OR 4-5151	30
Bortin, Jack, Studio, 1446 N. Dearborn, Chicago, Ill.	WH 4-4077	29
Camer Glass, Inc., 148 E. 54th St., N. Y. C. 22	PL 3-7540	139
Chea Lamps, Ltd., Inc., 216 W. Kinzie, Chicago 10, Ill.	MU 4-2032	28
Comet Lamp Co., 5099 5th Ave., N. Y. C. 17	VA 6-0890	150
Cooper, Frederick, Studios, 729 N. Milwaukee Ave., Chicago 22, Ill.	PL 2-4741	124
Flint & Bradley, Inc., 206 E. 52nd St., N. Y. C. 22	PL 5-1485	146
Greene Bros., Inc., Lighting Fixtures, 962 3rd Ave., N. Y. C. 22	PL 3-2507	147
Hanson, Paul, Co., Inc., 15 E. 26th St., N. Y. C. 10	MU 3-9814	10
Lightolier Co., The, 11 E. 36th St., N. Y. C. 16	LE 2-2900	162
Mario Mfg. Co., 11 E. 26th St., N. Y. C. 10	LE 2-4777	168
New Metal Crafts, Inc., 812 N. Wells St., Chicago 10, Illinois	SU 7-6991	132
Rembrandt Lamp Co., 225 E. Erie, Chicago 11, Ill.	SU 7-2467	128
Superior Lamp & Shade Mfrs., 400 E. 51st, N. Y. C. 22	PL 5-9813	146
Virginia Metalcrafters, Waynesboro, Virginia	8701	158
Weiss, David E., Importers (Antique Lamps), 863 3rd Ave., N. Y. C. 22	PL 5-1492	142
Winston, Chas. J., & Co., 515 Madison Ave., N. Y. C. 22	PL 3-3612	149
LEATHER		
Froelich Leather Craft Co., 43 W. 16th St., N. Y. C. 11	CH 3-1585	131
Johnson Leather Co., 95 Madison Ave., N. Y. C.	MU 3-9390	157
Upholstery Leather Group, The, Inc., 141 East 44th St., N. Y. C. 17	MU 7-6310	54
MARBLE		
Italian Marble Mart, 802 3rd Ave., N. Y. C. 22	MU 8-3373	148
MARTS		
American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill.	SU 7-4100	25
Exhibitor's Building, The, 325 N. Wells St., Chicago 10, Ill.		156
Merchandise Mart, Chicago, Ill.	WH 4-4141	121-123
MIRRORS AND MIRRORED FURNITURE		
Friedman Bros. Decorative Arts, 305 E. 47th St., N. Y. C. 17	PL 5-2737	171
Libbey-Owens-Ford Glass Co., Dept. 30126, 608 Madison Ave., Toledo 3, Ohio	CH 2-5781	47
Milch, D., & Son, Inc., 238 E. 44th St., N. Y. C. 17	MU 2-1360	146
Newcomb, F. J., Company, Inc., 208 E. 52nd St., N. Y C. 22	EL 5-3174	151
Schwartz, I., Glass & Mirror Co., 412 E. 59th St., N. Y. C. 22	PL 9-7866	126
MOULDINGS & UNPAINTED FURNITURE		
Butler Lumber Co., 220 W. 14th St., N. Y. C. 11	CH 3-2074	162
PICTURES AND PAINTINGS		
Comerford, William Lee, 55 East 55th St., N. Y. C. 22	PL 3-3374	150
Old Print House, The, 141 E. 53rd St., N. Y. C. 22	PL 1-4672	162
Saxon & Clemens, 64 E. 55th St., N. Y. C. 22	PL 9-5791	159
Sungott Art Studios, 35 W. 26th St., N. Y. C. 10	MU 4-3784	30
PILLOWS		
Nettle Creek Industries, Inc., 261 Fifth Ave., N. Y. C. 16	MU 3-1065	125
SCHOOLS		
Chicago School of Interior Decoration, Dept. 1229, 835 Diversey Pkwy., Chicago 14, Ill.	EA 7-9120	161
SERVICES		
Allied Board of Trade, Inc., 350 Madison Ave., N. Y. C. 17	MU 2-4372	166
SHUTTERS		
Heinley, Paul, 2203 Michigan Ave., Santa Monica, Calif.	EX 3-7211	134
Justice Mfg. Co., Inc., 400 Tootle Bldg., St. Joseph, Mo.	4-6110	153
Shutters Unlimited, 100 West End Ave., N. Y. C.	TR 7-6620	165
Tyler, Arthur F., Co., 167 Hapgood St., Athol, Massachusetts	71	143
U. S. Shutters, 422 W. 45th St., N. Y. C. 36	CO 5-1865	167
WALL COVERINGS		
Bowen, Louis W., Inc., 509 Madison Ave., N. Y. C. 22	PL 9-7989	119
Carpenter, L. E., & Co., Inc., Empire State Bldg., N. Y. C. 1	LO 4-0080	49
Correlated Designs, 201 E. Walton, Chicago, Ill.	WH 3-0360	30
Diament, A. L., & Co., 34 E. 53rd St., N. Y. C. 22	PL 3-5455	130
Fine Art Wallpaper Co., Inc., 575 Madison Ave., N. Y. C. 22	PL 3-7513	126
Galligan, Wm. J., Inc., 515 Madison Ave., N. Y. C. 22	EL 5-1518	158
Jones & Erwin, Inc, 15 E. 57th St., N. Y. C. 22	PL 9-3706	142
Laverne Originals, 160 E. 57th St., N. Y. C. 22	PL 9-5455	113
Morgenthaler Co., The, 1730 West Drive, San Marino 9, Calif.		169
Owen, Margaret, Inc., 515 Madison Ave., N. Y. C. 22	EL 5-1672	131
Owen, Wilton E., Inc., 515 Madison Ave., N. Y. C. 22	EL 5-1518	158
Pippin Papers, 515 Madison Ave., N. Y. C. 22	PL 1-2536	141
Van Luit, Albert & Co., 4000 Chevy Chase Dr., Los Angeles 39, Calif.	CH 5-5106	33
Wallpapers, Inc., 2183 W. Ogden, Chicago, Ill.	TA 9-1217	31
WOVEN-WOOD PRODUCTS		
Cal-Craft Wood Fabrics, 407 Jackson Sq., San Francisco 11, Calif.	DO 2-7096	138
Tropicraft, 14 Sherwood Pl., San Francisco 3, Calif.	YU 2-4157	129

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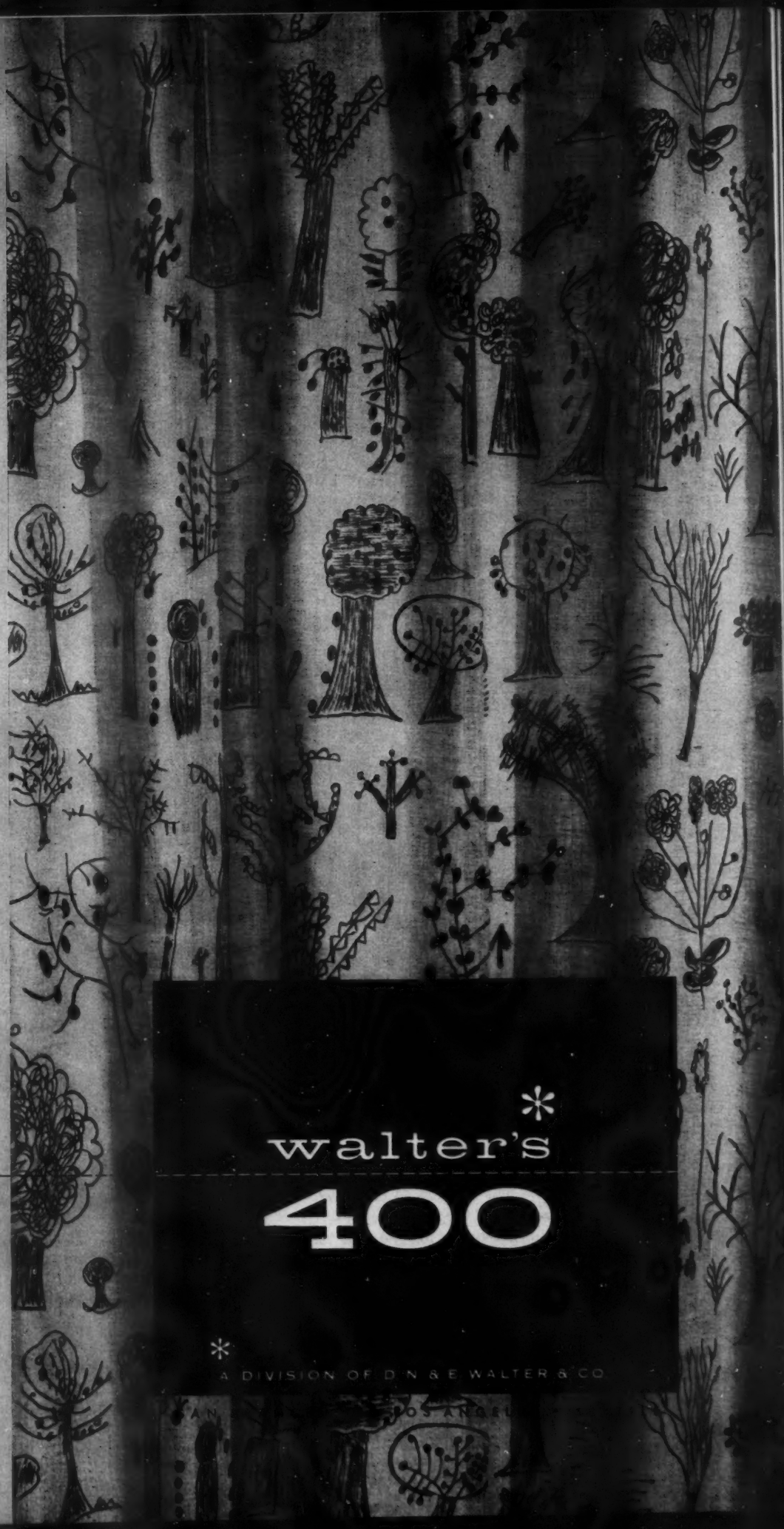

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No matter what kind of furniture you are looking for—traditional or modern—you will find it *at its very best*—at Grosfeld House. For here is no mass-produced furniture masquerading behind fancy price tags, but precious furniture *originals*... hand-crafted to *perfection* by Grosfeld's own skilled artisans. You must see the superb new Grosfeld House collections before you plan your very next interior. Visit our showrooms—or write for catalog.

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***Shown above:** From our distinguished collection of French Provincial. Wood pieces are hand-carved walnut with antique fruitwood finish.*
No. 4938—Sofa. No. 4942—Cabinet with reeded doors, interior lighting. No. 4943—Black lacquered coffee table, gold decorations, hand-painted tiles. No. 4940—Armless oversized chair. No. 4939—Rounded chair. No. 4941—Occasional chair, hand-caned sides, brushed white finish. No. 4282—Two-tiered table. No. 4944—Lamp table.

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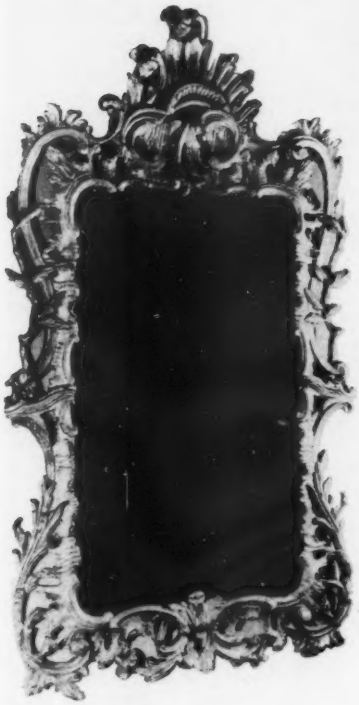
DALLAS: J. TALLAL ASSOCIATES, 1544 SLOCUM ST. • MIAMI: SUTTON HOUSE, 1 N.E. 40 ST. • CHICAGO: L. E. STOLAR & CO., 660 NO. WABASH AVE.

New York Showrooms Open Thursday until 8:30 P.M.

Market Spotlight

A BRIEF GUIDE TO NEW SOURCES AND PRODUCTS.

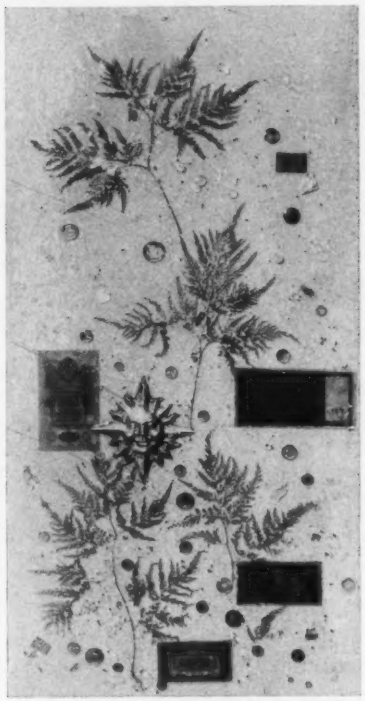


English Antiques

The moment you set foot on the premises of Ashley-Kent, Ltd., 165 East 54th Street, New York, you are aware of the fine quality and old tradition of English furniture. Part of this feeling no doubt comes from the welter of names like Chippendale, Hepplewhite, Sheraton and Adam which spring up to haunt you with their authentic glamour. A greater part is due to the fact that here is furniture which is representative of the best of its time. And it has stood the test well. The woods have become softly mellow, their original finishes having subsided to become one with the wood itself. The hardware now resembles aging jewels. The collection of furniture and accessories ranges from early Renaissance to the Victorian, and includes such choice items as a Regency book-cabinet in faded rosewood with silk panels stretched in the door frames; a folding "coaching" table, a handsome Sheraton dressing table with segmented partitions for toiletries; a mahogany Chippendale slant-front desk and a wrought iron bench with seat of interwoven leather almost modern in feeling. The Chippendale mirror is one of the fine selection of accessories, in unretouched gilt with the original antique glass.

Endurlite Panels

If you are planning the design of a room around a particular theme, Endurlite panels, designed by Jeanette Klein and Henry End, AID, are an especially effective means of achieving a realistic touch whether the motif is sports or nature. Materials used in making Endurlite include translucent structural glass, ranging in thickness from 1/8" to 7/32", and natural elements which are sealed to the glass by a plastic agent. The example shown here is one of a series made for a bank and features coins, banknotes, fern and even a gold sunburst. The panels can be used in a variety of different ways — as framed pictures, screens, room dividers, backdrops. Although Endurlite panels are usually made in a



variety of colors (in this way, they lend themselves to a change of color schemes), they can be ordered in any desired color with one tone predominating if desired. Illustrated brochures, price lists and detailed information can be obtained by writing Endurlite, 2510 Holmes Street, Kansas City, Missouri.

Accent Rugs

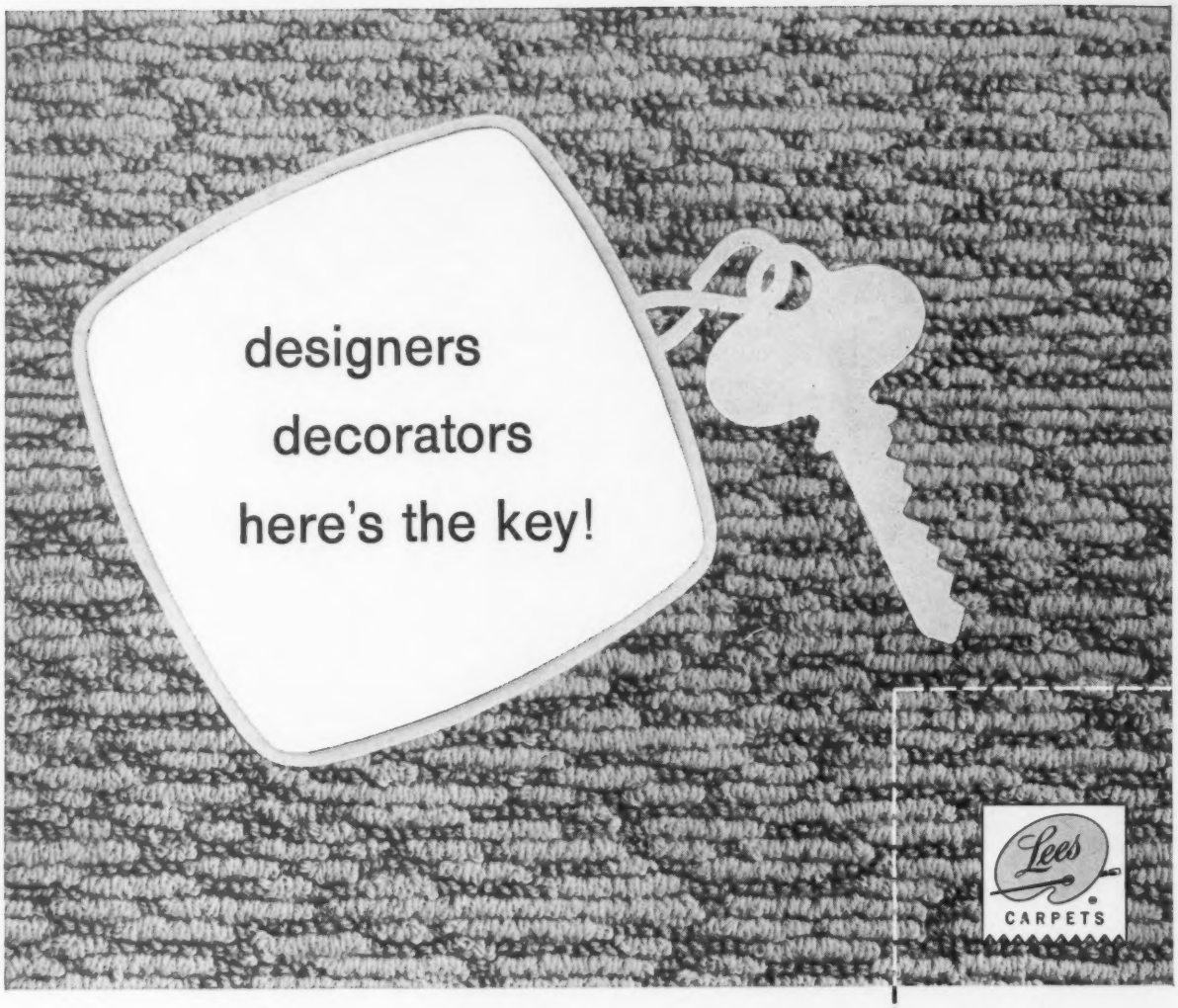
The collection of handwoven rug designs we saw in the Roy Williams' showroom at 18 W. 55th Street, New York, pays eloquent tribute to an en-

terprising manufacturer. For by using the creative designs of some of our lesser known but fine artists and interpreting them into visually esthetic, one-of-a-kind floor coverings, Mr. Williams not only provides additional stimulus to American talent, he also offers the consumer the opportunity of enjoying original design in the home. We were torn between the impulse of framing their picture-making patterns and sinking our feet into their lush high pile. You will too, when you see the blaze of color in a mosaic pattern for instance, obtained through alternating various depths of pile. Equally effective are such designs as a four-leaf clover pattern, a striated motif with rhythms of color created by variations of pile height, a pattern simulating cloud effects and a salt-and-pepper design. Several of the designs are sparked with gold Lurex. One of the newest designs is this unusual paisley pattern shown in lovely muted colorings on charcoal gray.

Bedroom Decor

For custom-mades at moderate prices we advocate a visit to American Needlecrafts Inc., 392 Fifth Avenue, New York. Here, bedroom ensembles with draperies to match, handsome monogrammed blanket covers, quilts in hard-to-find king-sizes, colorful conversational pillows, and related bedroom items, look far more expensive than the prices asked. The bedspread combinations are particularly appealing. Of color-locked homespun, in either a lustrous iridescent taffeta finish or a fine matte texture such delicate shades are offered: white, pink, eggshell, moonstone, copen, turquoise and stardust. We especially liked a quilted and fitted spread with gently scalloped edges caught up and fastened with pleated mock tassels. The knife pleating is repeated in the decorative dust ruffle.

Continued on page 22



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If you're a decorator with vision, a blueprinter-of-tomorrow, you'll want to see your Lees Commercial Carpet representative now! See out-of-this-world clear colors. Fashions new and exciting as springtime in Paris. Textures rich as Texas gold. You'll find every Leesman is a "5-Q" expert. Tough Questions, Quick service, Quiet know-how, low price Quotations —and Quality carpets—are his specialties.

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FOR SPECIAL INFORMATION, WRITE TO: COMMERCIAL CARPET DIVISION, JAMES LEES AND SONS COMPANY, BRIDGEPORT, PENNA.

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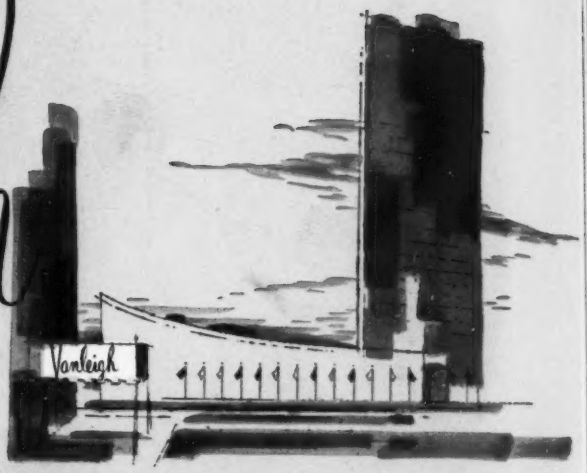

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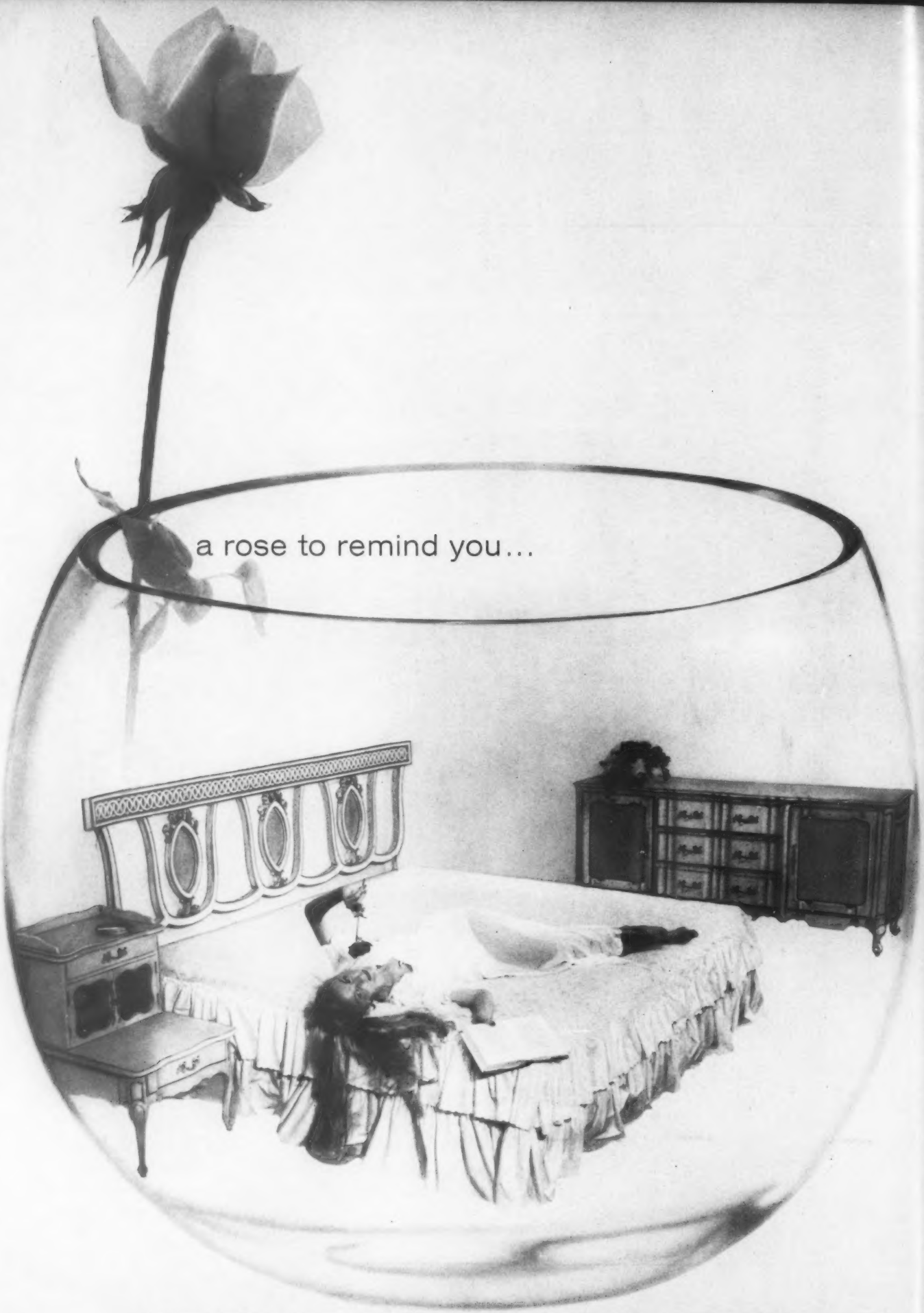
Since 1923 . . . one of America's outstanding Decorator showrooms.



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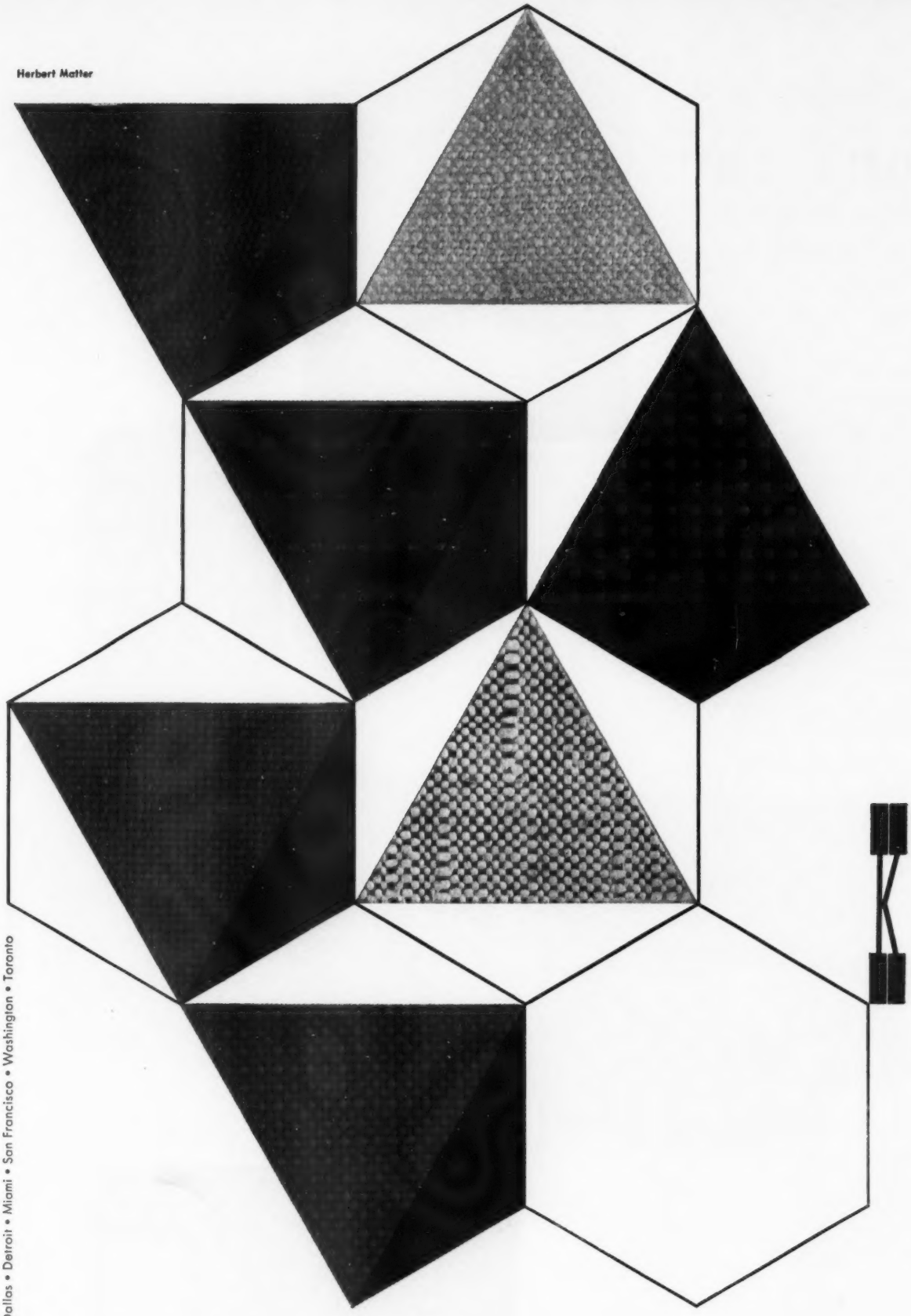

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SCOTCH LINENS designed for the Knoll International collection in a varied range of weaves and colors. Swatches on request.

Market Spotlight

continued from page 17

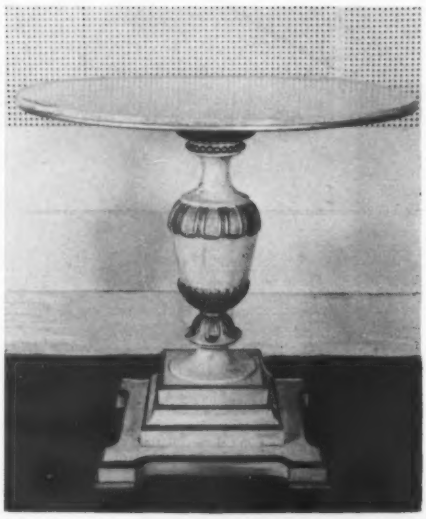
1—Di Lucca Inc. offers this beautiful reproduction of an antique Venetian table; urn-shaped base and top finished in antique white accented with gilt; also available in custom colors.

2—Italian import found at Dinolevi is a reproduction of a rare 18th century Venetian secretary, trompe l'oeil decorations in soft colorings; also available in walnut. Measurements are 73″ high, 40″ long, 17″ deep.

3—Epitome in carved elegance is this Don Ruseau design, reproduction of a Regence console, available in wood or gilt finish, marble top, 44″ wide, 34½″ high.

4—Charming William Pahlmann design for the Head-Bed Co., with a Portuguese Provincial flavor, in mahogany with cane panel, custom finishes; 39″ overall.

5—If you wish to serve your tea Japanese style use one of these unusual brass tables from The Fan Co.; 22″ high.



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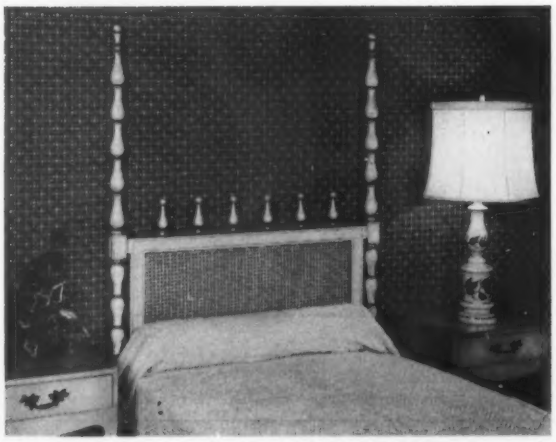

4

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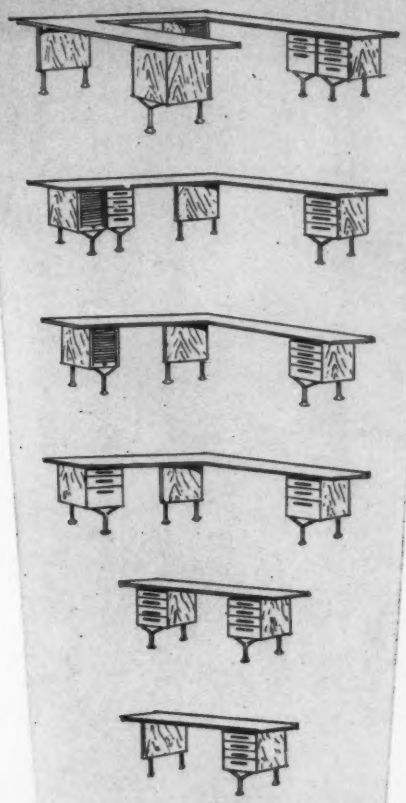

The all-wood drawers have steel drawer runners with fiber rollers. File drawers have exclusive Glide-Matic full suspension.

GREAT FLEXIBILITY
Combination of tops and cabinets to fit your individual needs.

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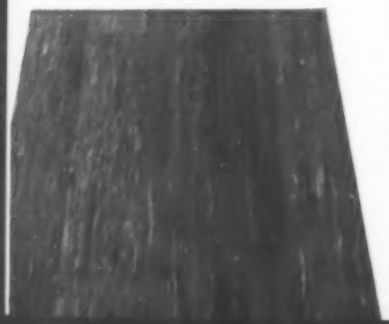
SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

Floor above illustrates natural color variations in Birch Woodgrain KenRoyal Vinyl. Wall Base is brown Kencove.

New WOODGRAIN* KENROYAL* plank style vinyl... easy-to-clean resilient floor with the look of fine hardwood

Panel below shows Mahogany Woodgrain.



Something your clients have always wanted . . . the distinctive look of gleaming, freshly waxed wood floors without the care these demand. New Woodgrain KenRoyal vinyl flooring, more beautiful than wood itself, is now available in smart new 4"x36" plank style in Standard Gauge (.080") and ⅛" gauge. Stunning Birch and Mahogany colors provide the natural variation of shade found in hardwood flooring; give you new decorating freedom for every type of room.

Woodgrain KenRoyal is homogeneous vinyl; long-wearing, resilient, greaseproof, and one of the easiest floors to clean. Tile-deep colors won't wear off. It can be installed on any firm, smooth, clean interior surface; even over concrete that is in contact with the earth if KenGrade (660) Adhesive is used, providing slab is 12" above surrounding grade level and drainage is away from the building. For samples write on your letterhead to Kentile, Inc.

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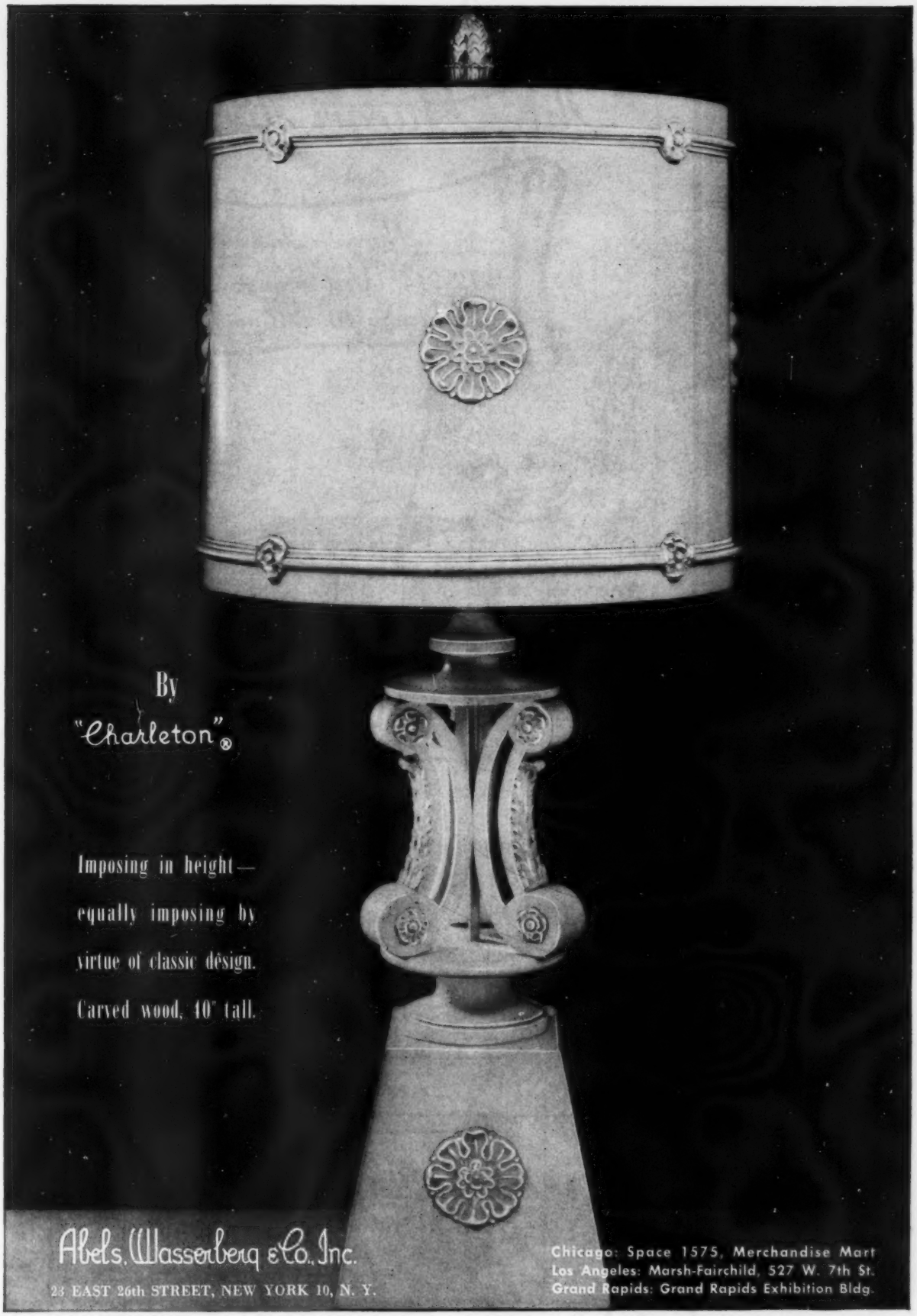
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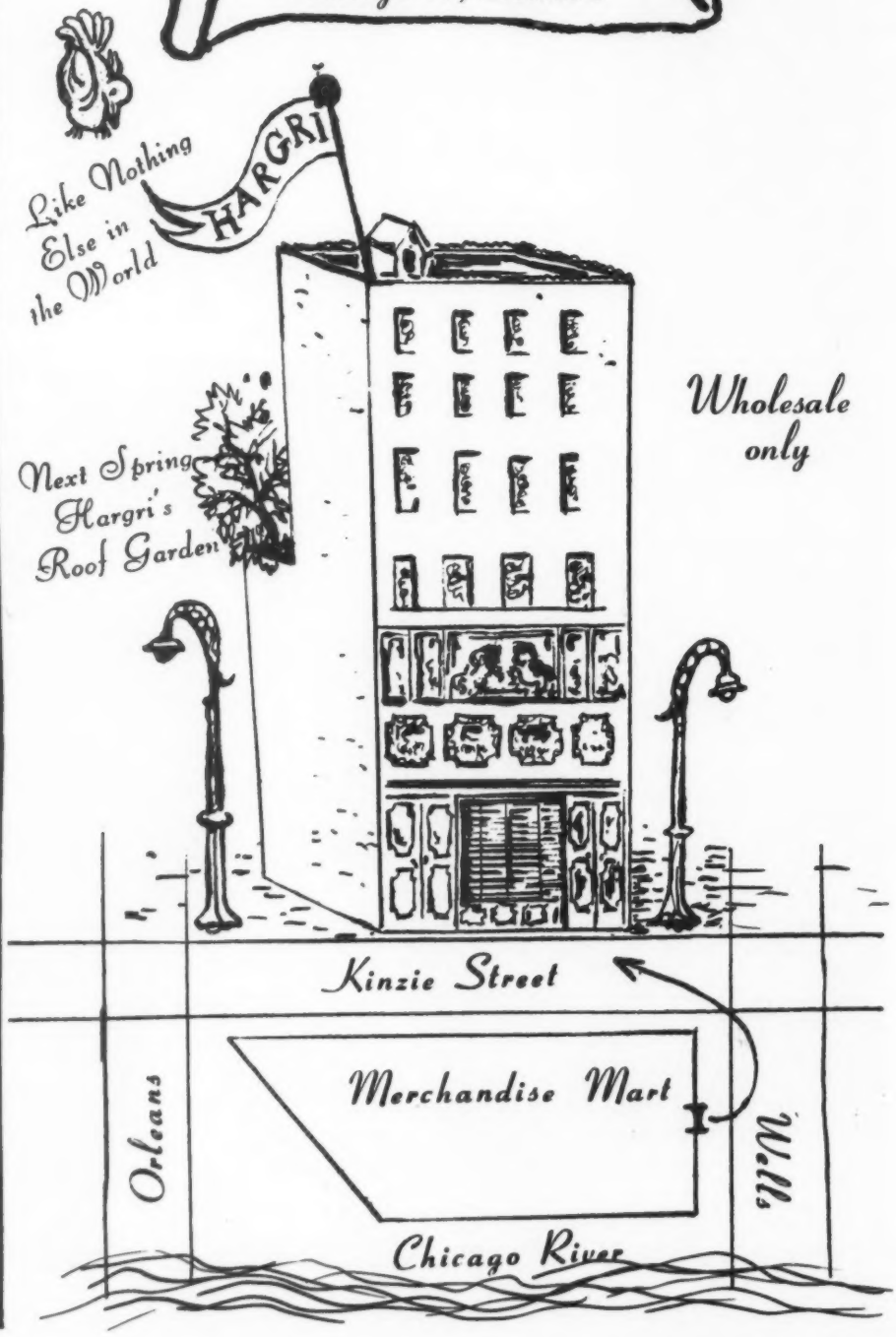

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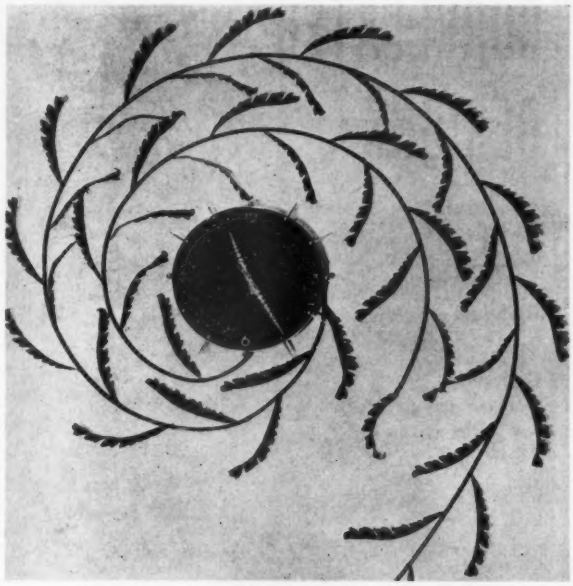

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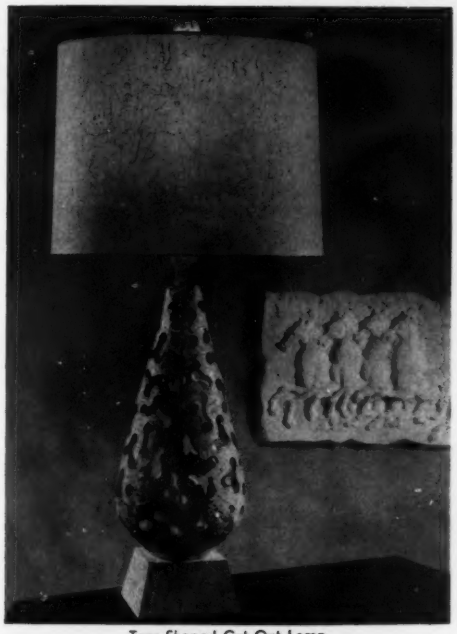

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Lamps, Decor, Fountains and Sculpture

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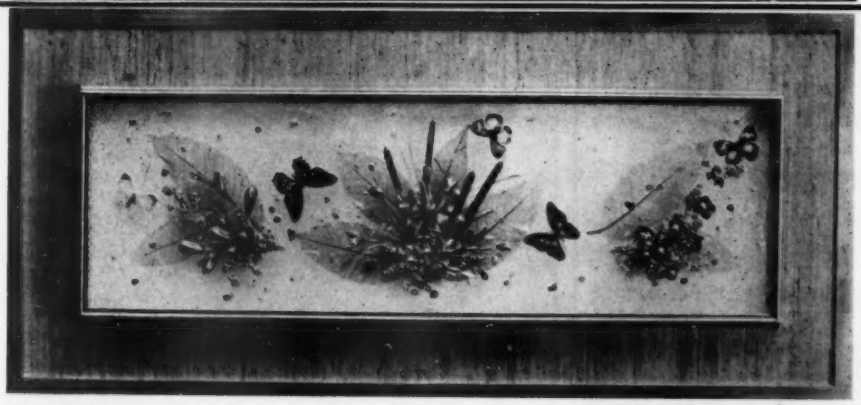

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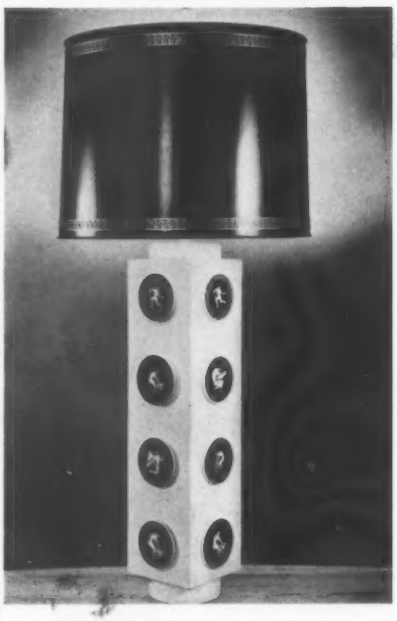
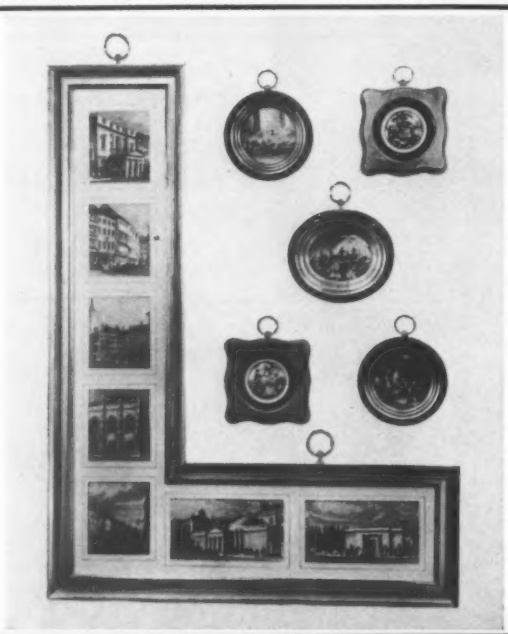


"Athena"
White Leather with Greek Ceramic appliques Black Parchment with Black Trim

LB lee bernay associates inc.

as shown at Hargri, Inc.

HANDCRAFTED IN THE FINEST ARTISAN TRADITION



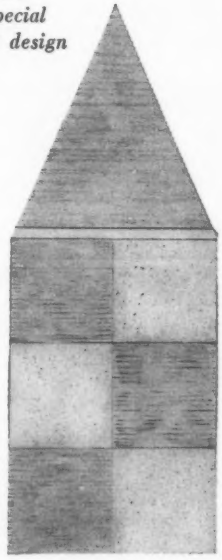
ORIGINAL DESIGNERS OF BEAUTIFULLY FRAMED PICTURES

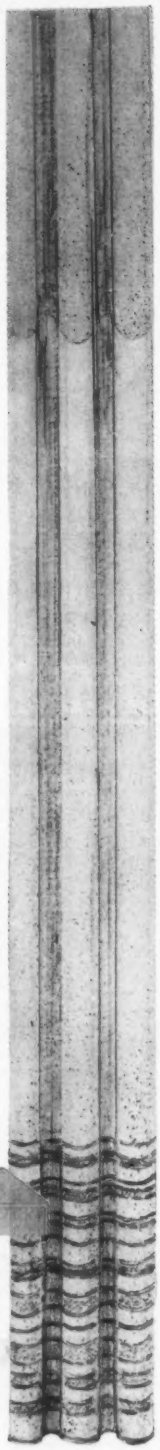
SUNGOTT ART STUDIOS

CORRELATED DESIGNS

Correlating Texture and Color for Drapery and Upholstery Fabrics

Correlating Texture and Color for Walls in special TIMBERTONE design





Correlating Texture and Color in Furniture Finishes for Custom Design Furniture

as shown at Hargri, Inc.

CORRELATED DESIGNS

Write for samples

Hargri, Inc.

Hargri Building,
212-14 West Kinzie St.

Chicago 10, Illinois

as shown
at Hargri Inc.

Hand made Paper
Mache wall decor;
Pictures and Plaques

Shirl-Fay
Designs

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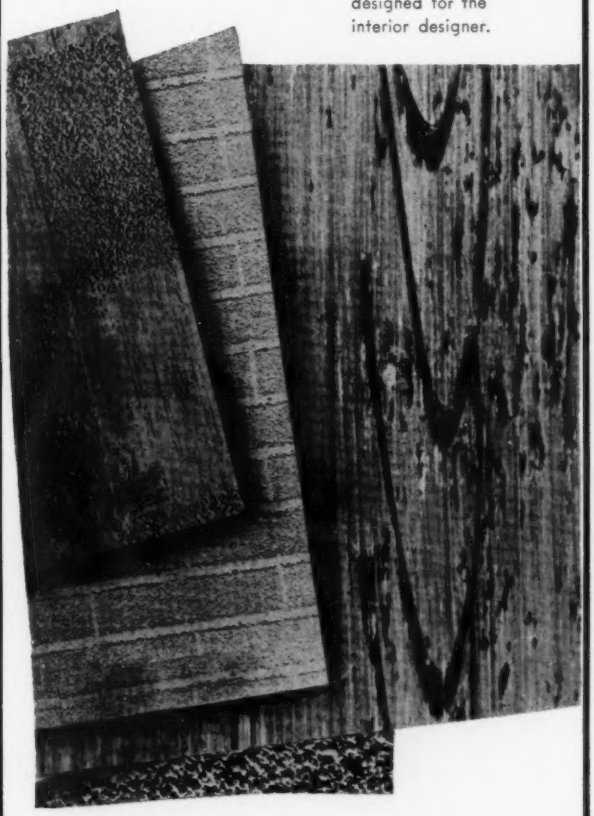
TIMBERTONE TEXTURES

COLLECTION

as shown at Hargri, Inc.

Custom colored and designed for the interior designer.



Wallpapers Inc.

COMPLETE TIMBERTONE PRESENTATION BOOK
AVAILABLE AT $7.50.

vive la curve

From the town houses of N.Y. to the split levels of L.A. the hue and cry is: **Warmth! Elegance! Luxury!** We, with our decorator friends, rejoice in this rebellion against the purely functional. We present for your approval Meldan French Provincial.

The well-turned leg of a commode... the perfect oval of a table... the exquisite lines of a hanging shelf—these are the delights of Meldan craftsmen who take great pride in making superb furniture in the traditional fashion. Backed by efficient American methods, of course. The results? **Warmth! Elegance! Luxury!**

Why not stop in soon at your nearest Meldan showroom and see their handsome collection of French Provincial?

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904 S. ROBERTSON ... LOS ANGELES 48
Van Luit & Co.

Market Spotlight

continued from page 22

Designers Contemporary Collection

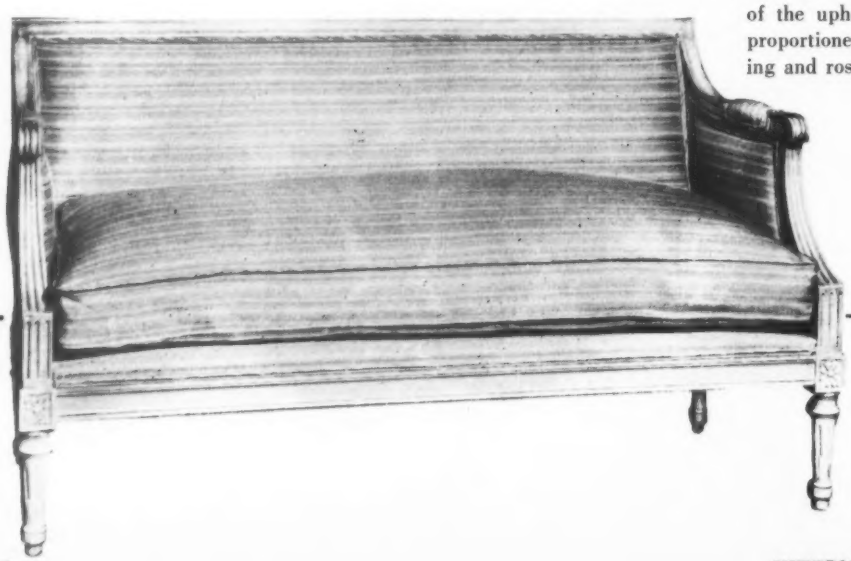
It was only inevitable that M. Mittman & Co., craftsmen of traditional furniture for over 50 years, should succumb to the mounting demand of his decorator clients for transitional furniture which could gracefully bridge the gap between traditional and extreme modern. The new group of contemporary dining and bedroom furniture introduced in their showroom at 316 East 53rd Street, New York, fills these needs admirably, in addition to which they are exceptionally well priced. Of soft, glowing walnut, in a handrubbed oil stained finish, the case pieces have such notable features as recessed drawer compartments, creating interesting patterns of shadow, while unusual horizontal pulls of walnut serve to emphasize their low sculptured lines. Touches of satin brass hardware complement the wood. Another point of interest is the fact that the case pieces can be used interchangeably as bedroom or dining room units. Then materials like cane and leather provide dramatic contrast to the wood in the dining group, with Formica serving a practical purpose as a removable tray in a mobile teawagon. The collection includes several buffet cabinets, a hutch with sliding glass panes, round and oval extension tables, arm and side chairs, a secretary-desk, a variety of chest arrangements, a vanity unit, step night-tables, and a wonderful headboard with truly functional storage and bookcase facilities. Shown is a part of the dining room grouping.

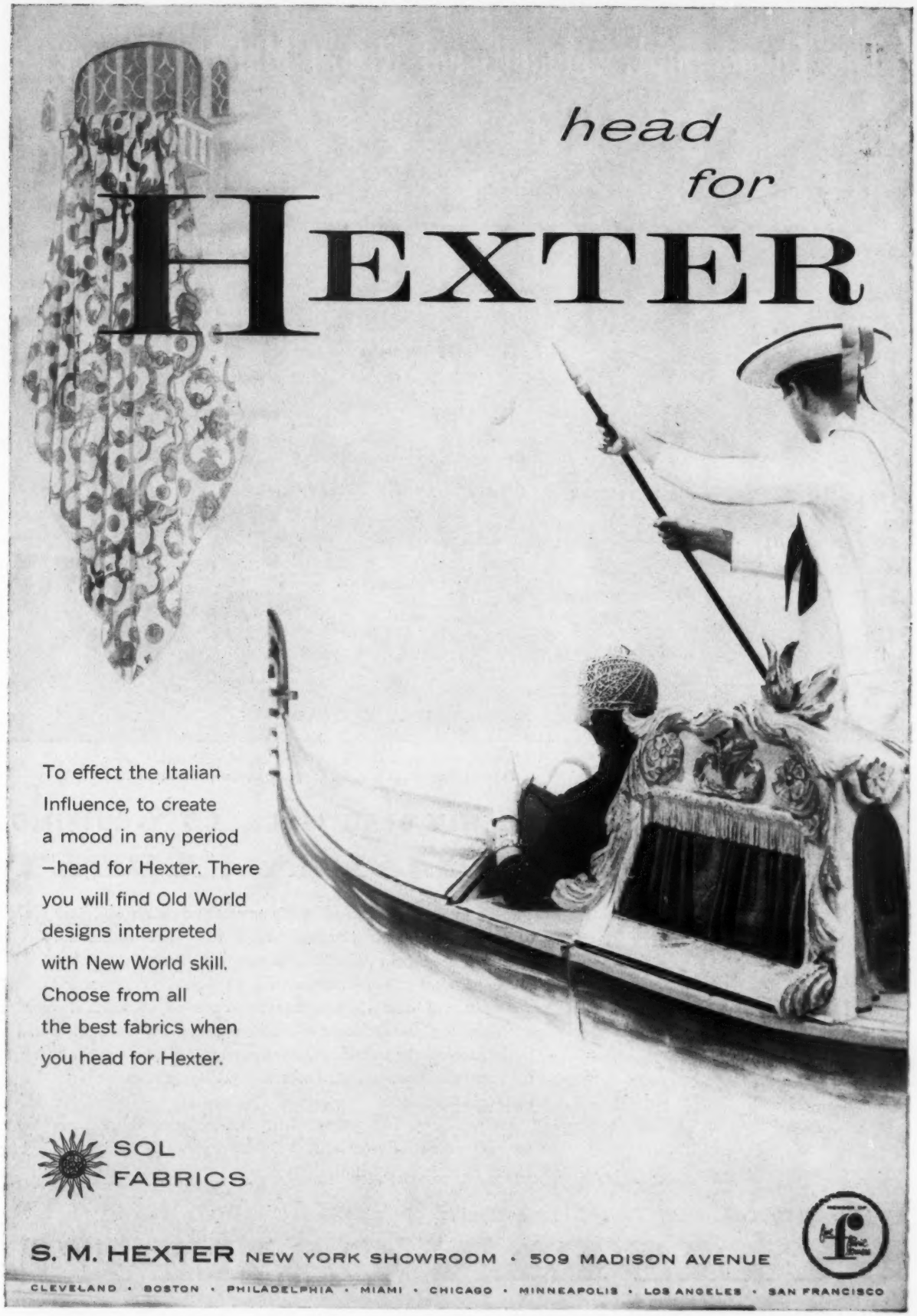
SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

New At Miele

French and Italian Provincial furniture with a moderate price tag is a specialty of Ralph A. Miele, Inc., 341 East 62nd Street, New York City. A major portion of the line is devoted to seating units, with emphasis on unusual painted finishes and decoration. Armchairs and side chairs are a proper blending of cane and carved detail. Down-filled upholstered pieces are well scaled, never bulky or cumbersome. The workmanship is meticulously executed whether simple tight welting or decorative nailheads are used. This is the kind of furniture which can be successfully integrated in a modern as well as a traditional scheme. Typical of the upholstered units is this finely proportioned loveseat with carved fluting and rosette details.

Continued on page 40

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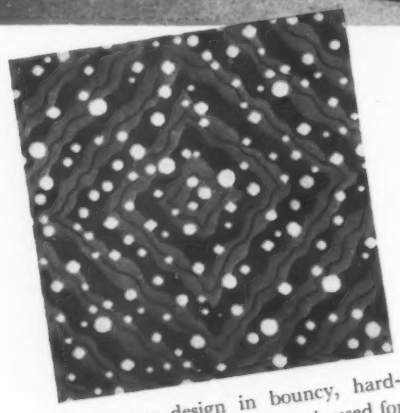
The Thunderbird...Magnificent Resort Motel...Chooses

The interior of the celebrated Thunderbird, Miami Beach Florida, was executed by the Alexander Carpet Company, Miami, Florida



A custom design in bouncy, hard-wearing Broadfield quality is used for the extensive corridors of the Thunderbird. It is available in any color combination your decor requires.

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GULISTAN CARPET

The Thunderbird, Miami Beach's newest and most exquisitely designed and appointed resort motel, is a triumph of taste and beauty. Throughout its brilliantly executed interior, the rich, dense, all-wool pile of Gulistan Carpet provides a continuing atmosphere of luxury. Original Gulistan designs, in different color combinations, were selected to solve the decorative problems posed by 165 rooms, the public areas and corridors. These were chosen for exceptional beauty, hard-wearing quality and low maintenance cost*.

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**Send for complete cost study entitled "Cutting Costs with Carpet".*

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NOW WE'RE IN LOS ANGELES TOO.. ...AT 144 NORTH ROBERTSON

WHY?

Why should the American Furniture Mart, known as a "Mass Market" exhibition building, advertise to the "Class Market" in a publication such as *Interior Design?* Frankly, we've wondered, sometimes, ourselves. But we have concluded that it is worth while for these reasons, and we'd like your reactions:

While we *do* display the bulk of the merchandise sold in the stores of the nation, it is also true that much of the fine furniture is on exhibition here. The fact that the Grand Rapids exhibitors who now show here chose the Mart, is evidence of that fact. More style trends over the past 33 years have been introduced and "set" at the American Furniture Mart than all other market centers combined.

It is likewise true that the contract lines, sold to the great institutions in the field are represented in the American Furniture Mart, more than anywhere else, by far! Any store or decorator with prospects in this field cannot afford to overlook the developments first shown here, and displayed here, year 'round.

It is also true that the American Furniture Mart makes most diligent efforts to restrict attendance to those who have legitimate business here. We have gone to extreme and costly pains to protect the merchants who have helped build this business. Our contract regulations are printed in a flyer, which is yours for the asking.

We really believe that any important, listed legitimate dealer or decorator MUST attend our 1957 Winter Market, January 7-18, to do justice to his own business, his or her customers or clients.

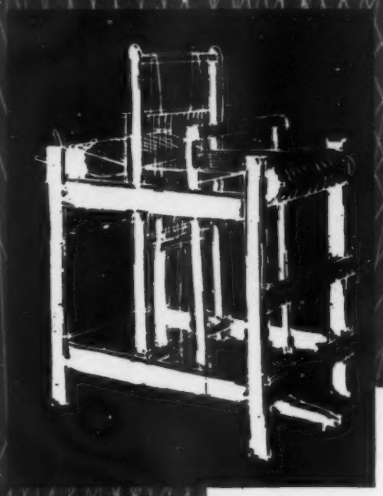
We would appreciate hearing from you. Write for Winter Market Passes today . . . and make hotel and travel reservations now!

AMERICAN FURNITURE MART CORPORATION

666 Lake Shore Drive **Chicago 11, Illinois**

Frank S. Whiting, Vice President

WINTER MARKET, JANUARY 7-18, 1957 WRITE FOR ADMITTANCE PASSES TODAY



Schumacher's

IMPORTANT CONTRIBUTIONS TO THE DECORATING WORLD IN 1956

- *Haitian Group*
- *Mystic Seaport Collection*
- *Frank Lloyd Wright Collection*
- *Tuscany Prints*
- *Wedgwood Coordinated Dining Group*
- *Mariska Karasz Designs*

. . . and soon a host of exciting new presentations for 1957

F. SCHUMACHER & CO., 60 W. 40 St., N. Y. 18, N. Y.
Uptown Showroom: 535 Madison Ave.
Fabrics • Carpets • Wallpapers • Waverly Fabrics

Market Spotlight

continued from page 34

Antiques from Abroad

The three floors of the Reisie & Gigi Zucker showroom at 432 East 75th Street, New York, are once again overflowing with an exciting new collection of antiques from abroad. Important pieces of furniture take the spotlight—a magnificent table-desk, 80″ long, for example, the warm patina of the walnut wood highlighted by bronze doré sabots and hardware, an excellent desk for the executive who appreciates fine furniture. You will also find painted cabinets, a pair of small Directoire sofas and, of course, a further supplement to the fine collection of Zucker accessories. From this wealth of material, we culled the choice items pictured here: one of a pair of tall gilded Blackamoors, and a carved Directoire console with Louis XVI mirror.

New Designs by Jo Mead

Recent additions to the growing collection of Jo Mead Designs include a 23″ high Blackamoor in ebony finish or Venetian colors with removable black lacquer tray top and a reproduction of an 18th century French wall panel, six feet high, in a choice of four finishes. Another panel which can be used for dramatic wall interest has been reproduced from a 15th century French door and finished in natural tones of mellowed wood. You will also find a variety of uses for a series of Mexican bowls made of black Cantaro clay by Zapotecan Indians. A catalog can be obtained by writing Jo Mead Designs, 220 West St. Paul Street, Chicago. In New York, the collection is shown at Cassard & Walker, 305 East 63rd Street.

Continued on page 44

JOFA INC.

Importers and wholesalers of drapery and upholstery fabrics

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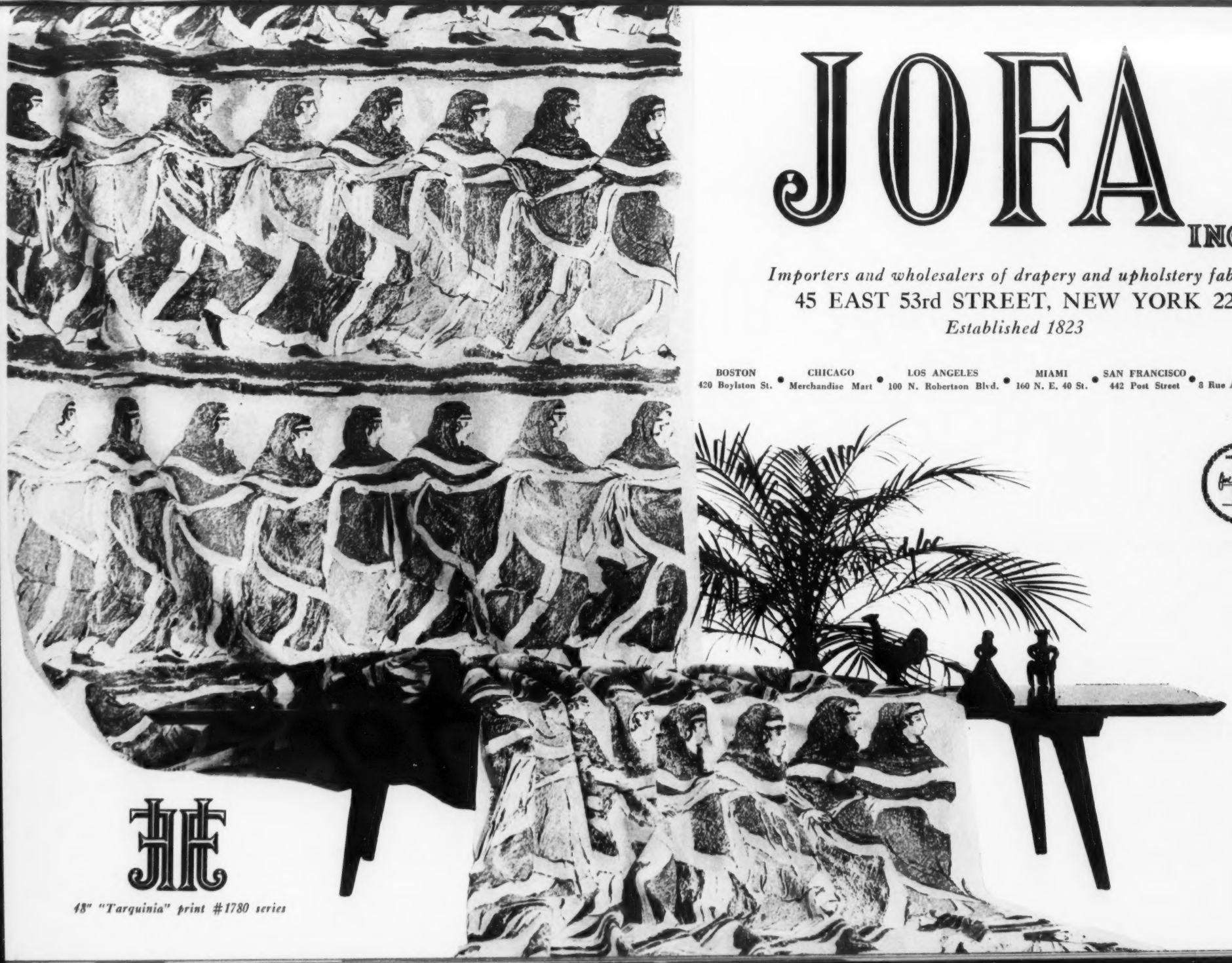


48" "Tarquinia" print #1780 series

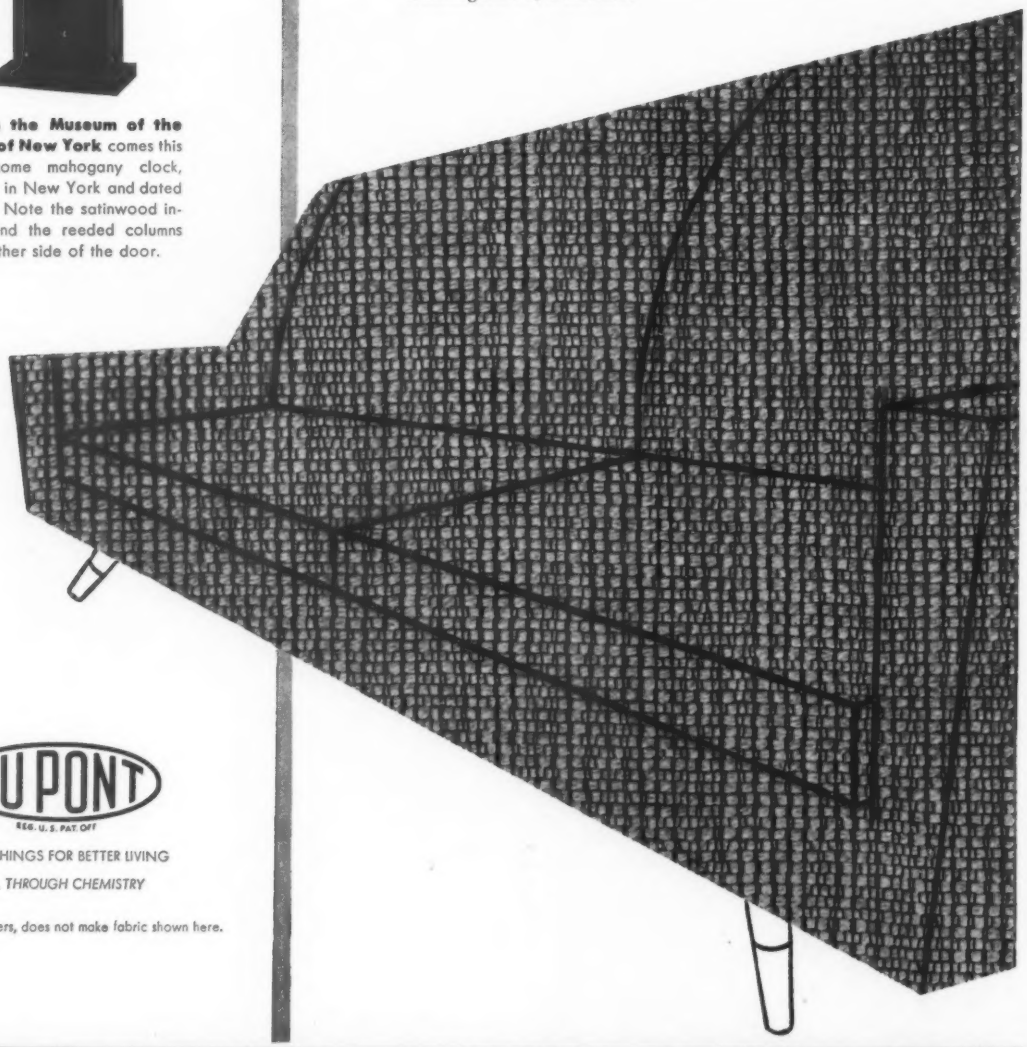
good design...

seeks the most appropriate material

For the clock shown here, the designer chose the lasting beauty of two polished woods, mahogany and satinwood. Today's designer also seeks the most appropriate material. For a contemporary sofa, fashion-right upholstery of Du Pont nylon is the fabric best suited to withstand the rigors of today's informal living . . . to stay beautiful for years to come. Because so many new designs, rich colors, and exciting textures are appearing in upholstery fabrics of Du Pont nylon, you will want to specify these fabrics for your most discriminating clients.

P.S. *Decorators*—write today for your free resource list of style fabrics made of Du Pont nylon—N-5503-AU, E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Dept., Wilmington 98, Delaware.

From the Museum of the City of New York comes this handsome mahogany clock, made in New York and dated 1796. Note the satinwood inlay and the reeded columns on either side of the door.



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. . . *THROUGH CHEMISTRY*

Du Pont makes fibers, does not make fabric shown here.

EXCITING NEW THINGS ARE HAPPENING IN DU PONT NYLON.

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DESIGNS WITH

TRADITIONAL FLAIR

FOUR

NEW

DECORATOR

FINISHES

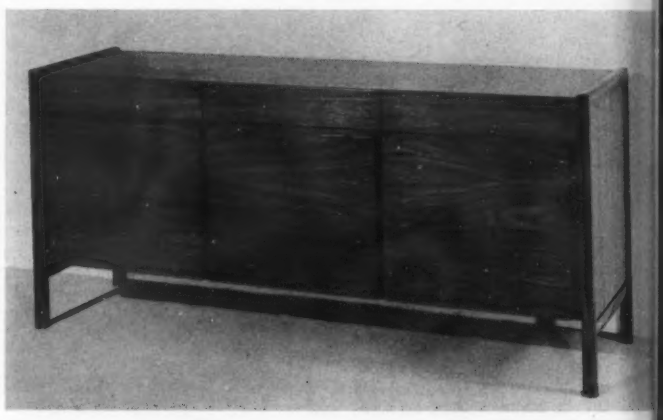
Colonial OF MICHIGAN MANUFACTURING COMPANY
ZEELAND • MICHIGAN

Market Spotlight

continued from page 40

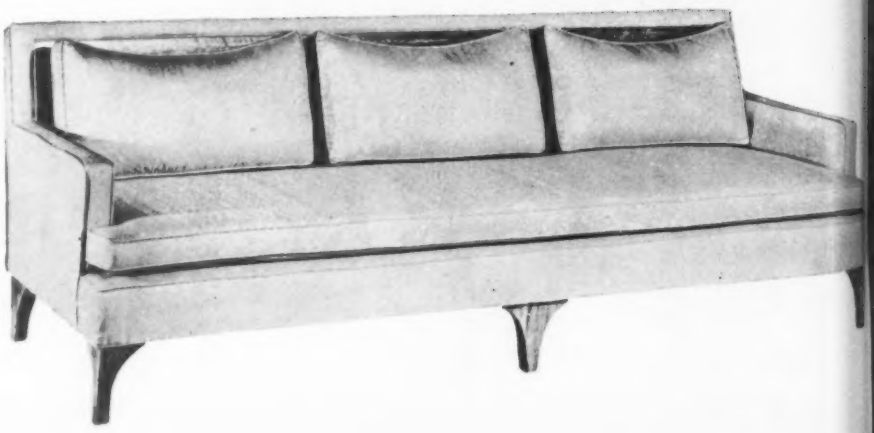
New Downtown Furniture Gallery

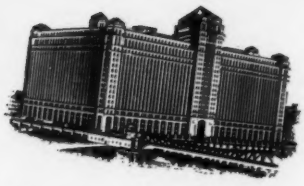
The lush, newly designed furniture galleries of Leo H. Spivack, 460 Fourth Avenue, New York, are the result of much thought and the concerted effort of Mr. Spivack who runs the busy showroom, sister Adele who handles the custom end of design, and an excellent staff of sales people. To offer a choice of well designed living, dining and bedroom furniture with correlated accessories in a medium priced bracket has been the well-intentioned aim of Mr. Spivack since he entered the furniture business. Walking through the color partitioned showroom, noting livingroom settings of French Provincial, Regency, Early American and contemporary furniture, completely accessorized down to the finest detail, we feel justified in saying little effort was spared in creating an atmosphere where the decorator can find good design at a moderate price. In addition to designs by Adele, look for furniture from the Georgetown Galleries including the buffet and hutch shown here from their newest collection in solid cherry, Bill Meyer's lamps from the Orient, Lucia Arken lamps and accessories, James Papalia's fine old prints.



New Living Room And Bedroom Pieces

Living room furniture with an East India flavor, bedroom furniture in the contemporary vein: these East-West offerings are new at Mason-Art, 350 E. 64th Street, New York. The East India group is designed by Roy B. Lawrence and includes a sofa, two armchairs, a bench and a pouf. We first note the Oriental influence in the subtle curve of the sofa legs giving the semblance of an arch, again in the shaped pillow backs framed by polished walnut. The arch motif is repeated with greater conviction in the wooden base of the versatile serving bench unit with a Formica surface. Restrained use of carvings found in the legs of many of the pieces adds further decorative interest to the group. In the bedroom series designed by Robert S. Levine, we find leather and cane in contrast with various walnut finishes. Versatile chests are designed for use with or without hardware, while the headboard is available with cane, leather, fabric or wood panels.





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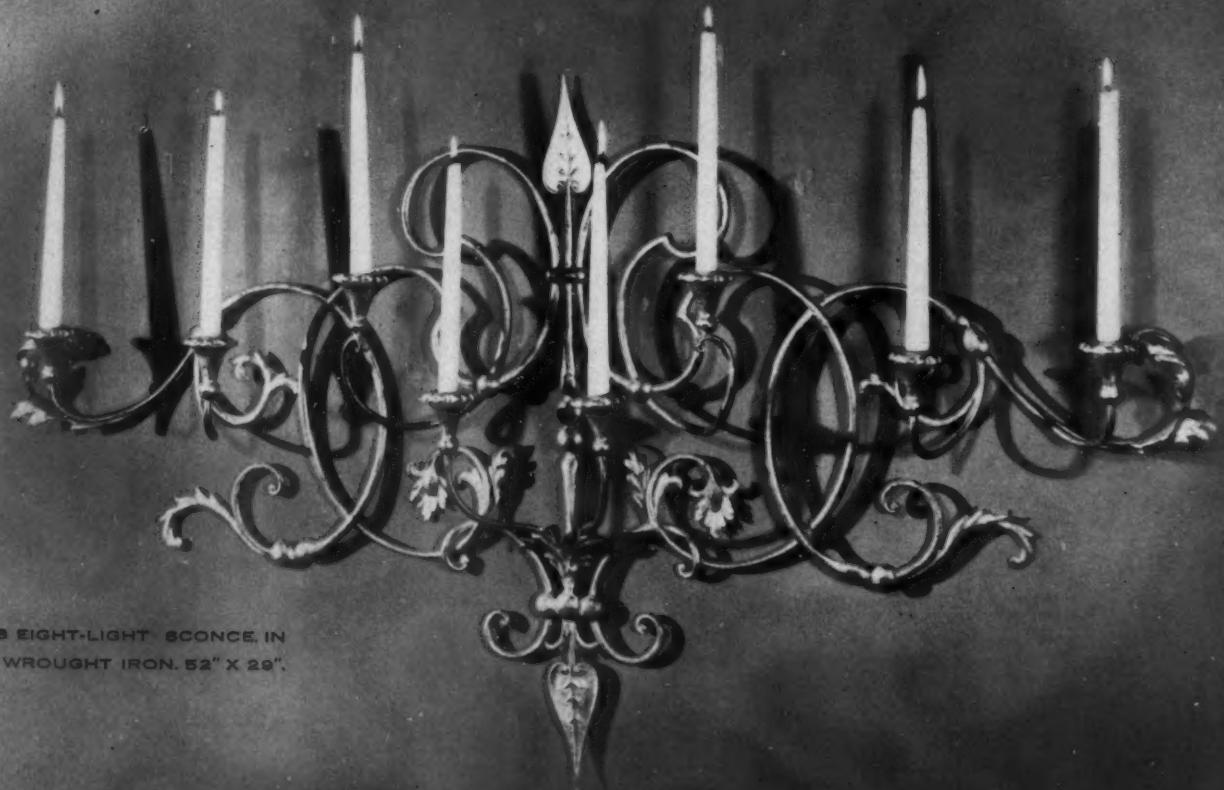
New showrooms

INTERIORS' IMPORT COMPANY, INC.



W-19938 EIGHT-LIGHT SCONCE, IN GILDED WROUGHT IRON. 52" X 29".

PALLADIO

INTERIORS' IMPORT COMPANY, INC. SHOWROOMS, 763 THIRD AVENUE • PL 5-5365 • A. MARANGONI, PRES.
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Shown here: Lovely Andante in two combinations of "soft focus" colors. At leading stores now . . . with other fine carpets by Bigelow. Fur by Maximilian. Hat by Emme

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Bigelow

Number 1 name in Carpets

IMPORTANT

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If more information is desired, call your L·O·F Distributor or Dealer listed under "Glass" in the yellow pages.

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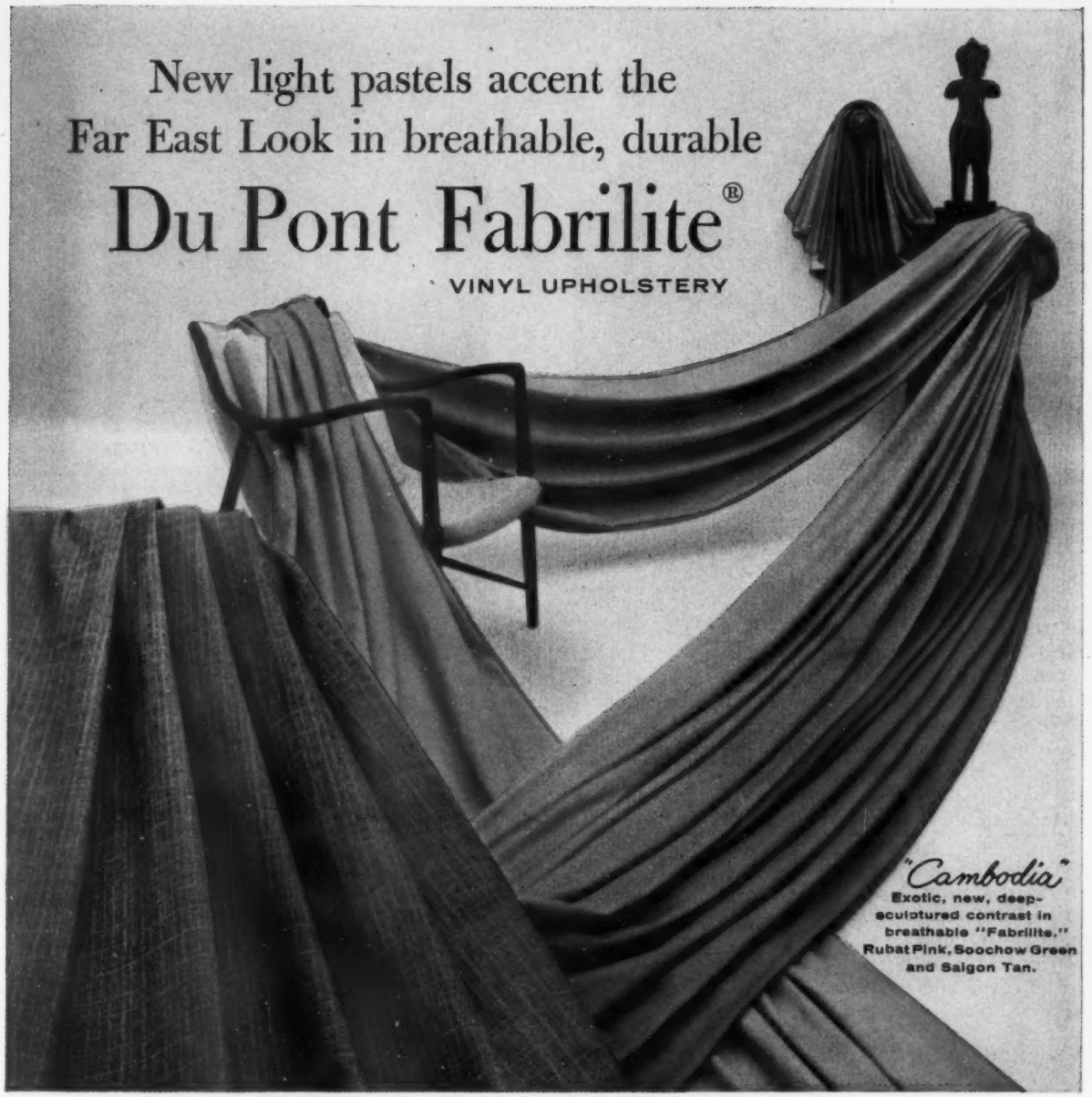

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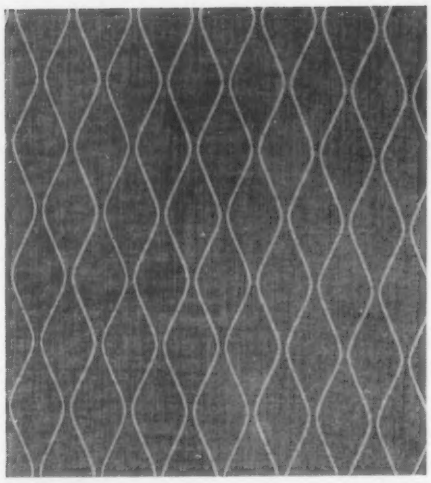
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY



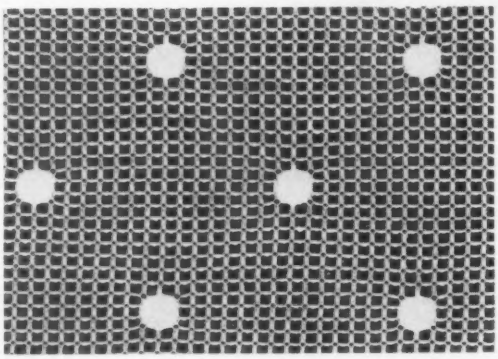
Voile

Market Spotlight

continued from page 44

Lace In A Modern World

E. C. Carter & Son, Inc., 515 Madison Avenue, New York, importers of curtain sheers since 1885, includes in their new line of imported and domestic fabrics a special group of lovely lacework patterns whose designs are a challenge to those who believe lace is a province of the traditionalists. Asserting that with the greater emphasis placed on lightness of scale in home furnishings today a new found opportunity awaits the designer of sheer and lace curtains providing he adapts his designs to the prevailing modern mood. *Voile* is an interesting stripe design, colors are ecru or white, 50″ wide. *Coins*, sprinkled on English fishnet in an all-over pattern, in ecru or white, and a filmy finished curtain of fine Brussels net, is a stylized version of floral design, in white only, 50″ wide.



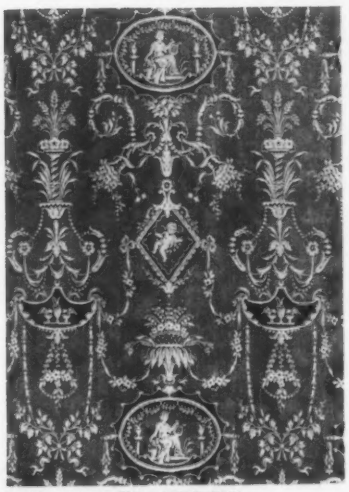
Coins

Cotton Is King

Cotton with the look of silk is the unique feature of a group of imported fabrics shown at Updecor, 6 East 53rd Street, New York. Italian damasks antique brocatelles, and colorful brocades amaze one with their subtle elegance, especially as you contemplate their moderate price tag, for no compromise has been made with quality of design and workmanship. *Chelsea* is a two-tone reversible damask with its classical motifs in charcoal on silver, paprika on gold, off-white on beige, or off white on turquoise, 50″ wide. In addition, a group of handprinted English and Italian glazed chintzes as well as printed batistes round out the new group. *Maurienne,* a chintz with an impressionistic brush stroke technique, is available in multicolors, or gray and white on oyster, cafe au lait, lemon or robin's egg blue. Bolder in design is *Borghese* in predominately gold, beige, brown, turquoise or green.

Continued on page 58

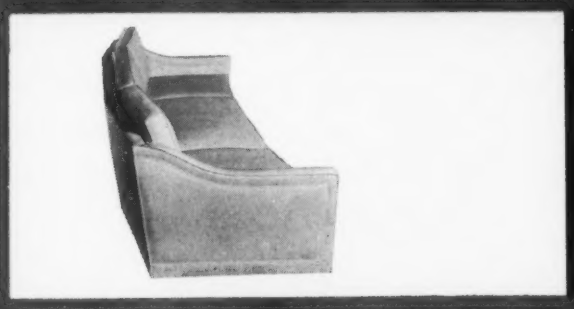
Chelsea



Borghese

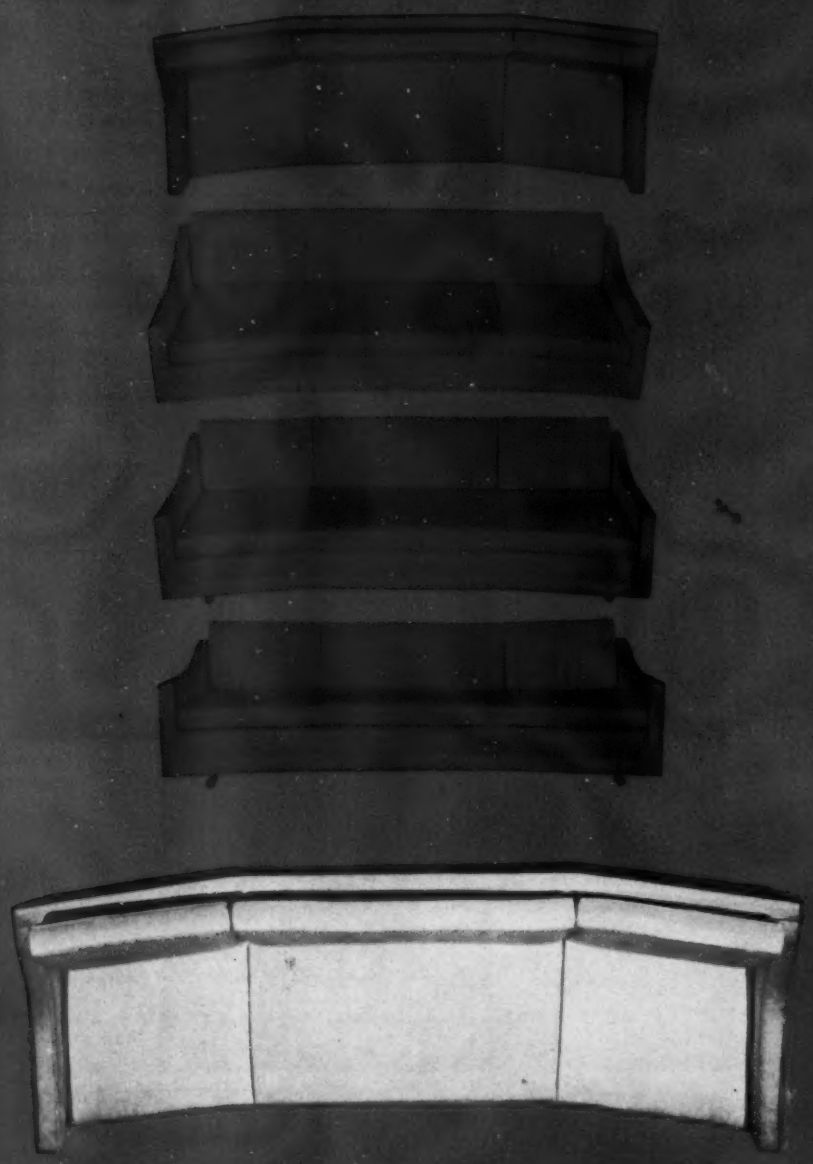
Maurienne

Be sure of it this sofa moves, but not as you see it. The view here starts way up on tip-toe and takes you progressively right down to the hooded brass, ball-bearing castors. The trip doesn't take long since the sofa is only thigh-high, and it's one way of seeing a piece that was made for all heights of people. Actually the 30 degree sweeps of the the back are for more than just sight-seeing. We thought the gentle angles would keep people from cranking their necks and bobbing up like Halloween apples. People especially don't like to stir when they sit in a Granick. And the reasons are the same inside this sofa as they are in every other Granick. Bob Summo who designed it thinks it's the nicest thing he's done. He's got a lot of people agreeing with him.



GRANICK

New York: Domain-Meldan, 54th & 2nd Ave. Chicago: L. S. Walworth Co., 325 No. Wells



these are the winners
of the second annual

Leather in Decoration Design Competition

Ray Robins & Albert Andrews
Upholstered Office Furniture

David Zeese
Architecture

Inspired by the supple beauty of the new petal-soft genuine upholstery leather, America's leading designers submitted a wealth of fascinating designs.

Winning designs will be on display at the Leather in Decoration Exhibit, Space 1530, Merchandise Mart, Chicago, during the January Furniture Market. Be sure to come see them.

Details on the third annual Leather in Decoration Design competition, which closes March 31, 1957, will be available at Space 1530, or may be obtained by writing to The Upholstery Leather Group, Inc.

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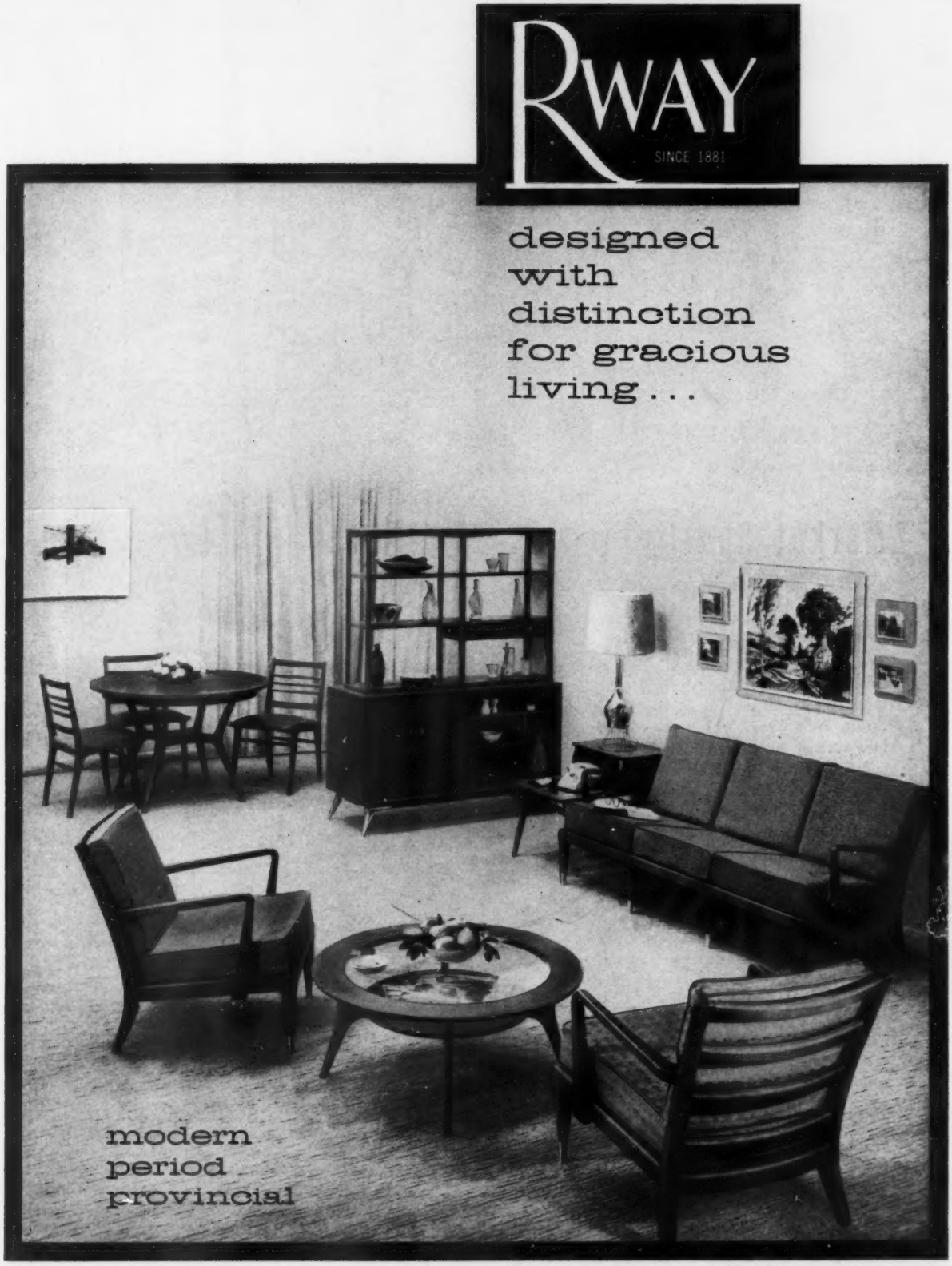

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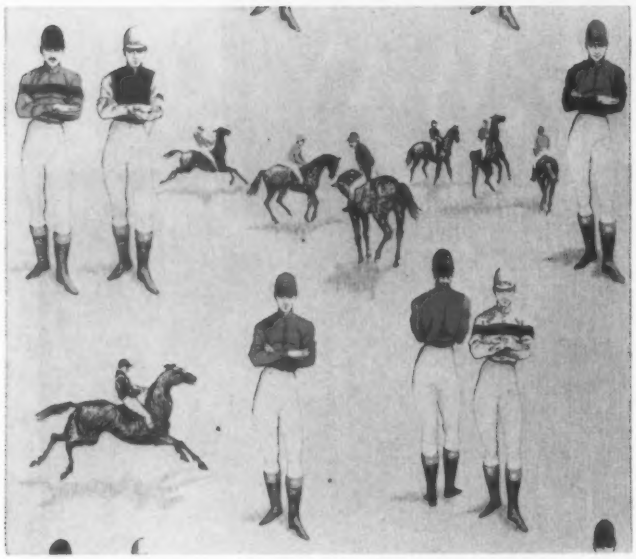
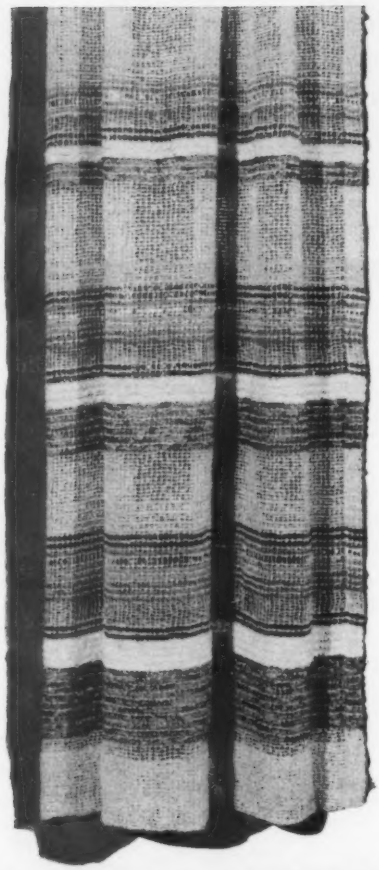
Clothes Horse





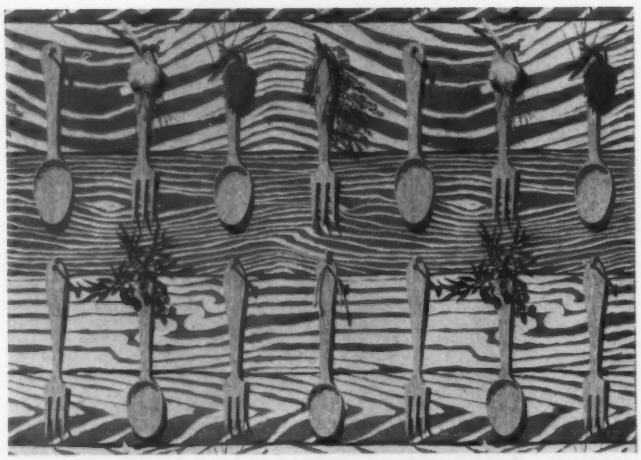
Market Spotlight

continued from page 52

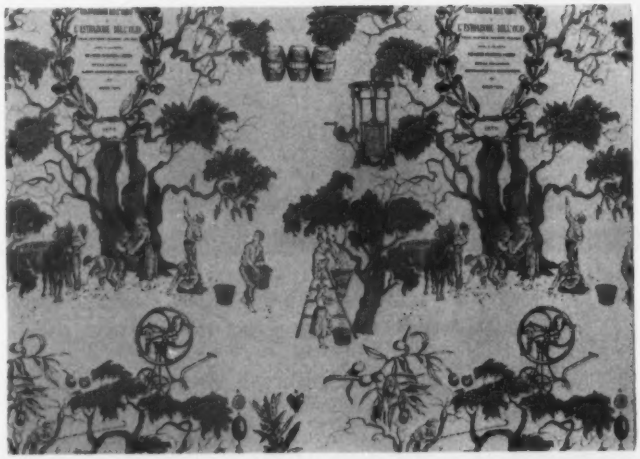
New Prints—New Lines

Traditionally noted for the highly unusual in handscreened prints, the Quaintance showroom at 18 East 53rd Street, New York, was the scene of busy activity when we visited there. In addition to adding several new designs to their line of Fortisans, cotton sheers, linens and percales they were putting up the finishing touches to 3 new lines they will carry in the New York showroom. Like their predecessors, the new designs in the Quaintance group, are bold and dramatic in design and color. Having great pictorial interest, they may easily be used as the focal point of the room, as in *La Bella Sicialia* which depicts scenes of olive pickers at work. Designed by Lois Long it comes in subtle offbeat colors on beige, yellow, gold, blue and pink, in 100% cotton, 50″ wide. *Clothes Horse*, a design by Richard Hanley, on 100% cotton, 50″ wide. Colors include 2 tones of turquoise, gold, black and white, blue and green, pink and orange. *Room and Board*, on cotton in colors predominately beige, blue, gray, green and yellow. Also shown is a casement from one of the three new lines, available in custom colorways. The lines consist of Menlo Textiles, Inc., weavers of custom casements; Milton Rothschild & Sons, Inc., manufacturers of upholstery weaves; and William Webb Textiles, Inc., makers of fine hand woven casements, upholsteries and wood blinds.

Continued on page 112



Room and Board



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THE ABIDING SPIRIT OF CHRISTMAS

It has been said that the family is the length and shadow of a man, and in a certain sense, of a nation. It follows then that the world is the length and shadow of men.

I have often wondered about Christmas with its "Peace on Earth, Good Will toward Men" precept. The world being the length and shadow of men, then why doesn't the Spirit of Christmas follow the shadow of men?

Christmas is associated with a particular warmth and beauty to which no other word can lay claim. It is a word which creates the desire to "go home" to hearth and family! The distressing fact is that it seems to begin and end with the family, a very immediate family; beyond the family Christmas with its Peace on Earth, Good Will toward Men precept is neutralized.

The power for good that lies in "Christmas" is, I am sure, a sleeping giant. To awaken this giant for the good that it surely can do is perhaps our individual problem. It is possible that we have let it go to sleep at home only to awaken on Christmas Day, cast its lazy shadow, and go into hibernation for the rest of the year.

Beginning with this Christmas, let's keep the Spirit awake for the entire year to travel beyond our immediate families into the families of the world. Let it be the new voice of America practicing and preaching, Peace on Earth, Good Will toward Men.

Hanny V. Anderson

Travertine fireplace with mirror overmantel in living room blends with beige walls matching Shelley rug and is contrasted with white lacquer hi-fi cabinet by André, finished by Bandy & Bell; benches are in Tobi tête de Nègre leather; all accessories are antique, including Empire chandelier and terra cotta figurines; beige curtains and sofa fabric, handwoven by Maria Kipp, blend with walls and are contrasted with gold and brown pillows of silk and velvet by Scalamandrè; William Webb woven blinds, lampshades by Marie Lallement.

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Richard Lawson

Standards In Design

The one thing above all others that becomes increasingly clear is that if the interior designer is to transmit certain standards of taste in his work, he must come to some sort of an agreement with himself without becoming conventional. The theme of the apartment by Interior Designer Richard Lawson, in Los Angeles, shown here was as much dictated by the select standards of excellent designing as it was dictated by the quiet distinction of the furnishings that entered into its composition.

The interior designer faced his problem of renovating an old apartment, rejected disdainfully both the romantic embellishments of the traditional style and the all-too-familiar conventional modern approach, and with straightforward realism and the sure hand that characterizes the interior designer thoroughly trained in the skills and techniques of his profession, tidied up an old apartment layout and replaced it with a new arrangement of rooms that leaves nothing to be desired either in convenience or modernity of design.

Mr. Lawson studied at Parsons School of Design, in

Continued on page 70

Focal point of terrace view from bedroom is stone obelisk from Italy, reflected in pool; Dubois fence is background for planting and antique French garden furniture, floor is weathered redwood in parquetry pattern.

View from bedroom, through living room toward large window, reveals west terrace with its delightful little garden.

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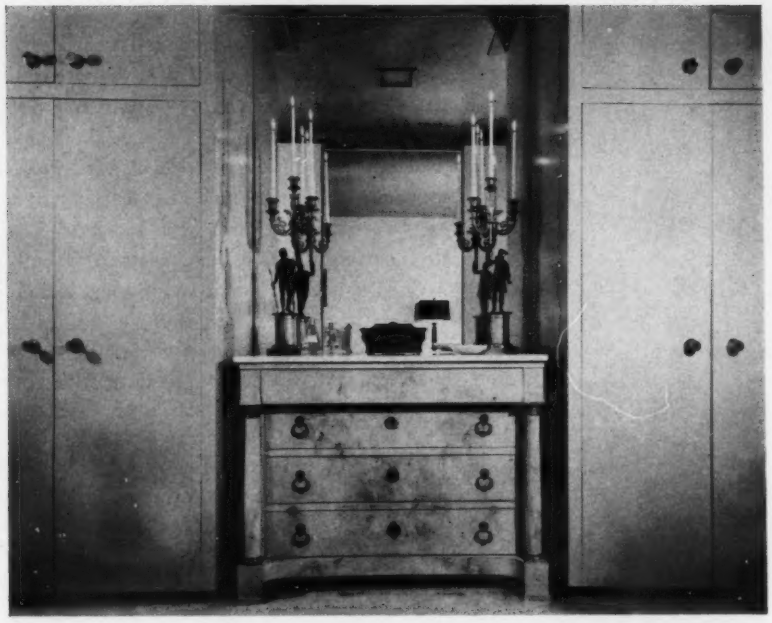
Outside entrance is made attractive with flagstone floor and potted plants contrasted with black door and white woodwork.

View of upstairs foyer, showing black and white marble floor; decorative feature here is unique collection of twelve bronze busts set in niches; right, detail of stairway balustrade showing Baccarat crystal newel; brass banisters, and handrail covered in white leather, by Bob Sackerson; Shelley beige wool carpet.



Empire antique bleached fruitwood commode in dressing room-bath is flanked by built-in wardrobes.

Eclecticism of living room decor is reflected in handsome Louis XVI commode from Bergerac, Empire armchair from Paris and specially designed brass cocktail with marble top; all accessories are antique.

New York and at the Paris atelier, and was later associated with Raymond Gould. In 1936, with more courage than money—$100 in cash, exactly—and a few decorative items, he opened an upstairs wholesale showroom on Wilshire Boulevard. By 1950, after much hard work and devoted service to his clients—and seventeen buying trips to Europe—he erected his own building in Robertson Center. He is currently remodeling a century-old building in Jackson Square, in San Francisco, for a new showroom that will be opened for the new year.

There are few interior designers not familiar with the theme of mixing contemporary furnishings with antique items and placing them against a modern background. Certainly the theme is not a new one, but as Mr. Lawson interprets it, it is given a new twist. Nothing about the apartment remotely suggests a traditional style of treatment or fixed period of design, as any glance in that direction has been averted. But individuality of expression does stand out, achieved by the interior designer's individual selectivity of furnishings, each characterized by excellent standards of design. Uncommon insight in the effective arrangement of furnishings and sensibility to a feeling of quality in the items selected are evident, as well as imaginative use of a trained technique in design.

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Bedroom has white walls contrasted with beige ceiling and Shelley carpet; Directoire antique bed is finished in pickled oak, matching cabinets with white lacquer fronts, designed by Richard Pefferle; bedspread is beige textured fabric with Lurex, by Odenheimer & Baker; antique Biedermeier chair, from Alan McGehee.

Wall in bedroom, opposite bed, is made dramatic with Piranesi and Bibiena engravings framed in an interesting manner.

Detail of library, opposite, shows modern white lacquer desk, by Bandy & Bell, combined with antique Empire armchair; lamp was contrived from pickled-pine architectural ornament.

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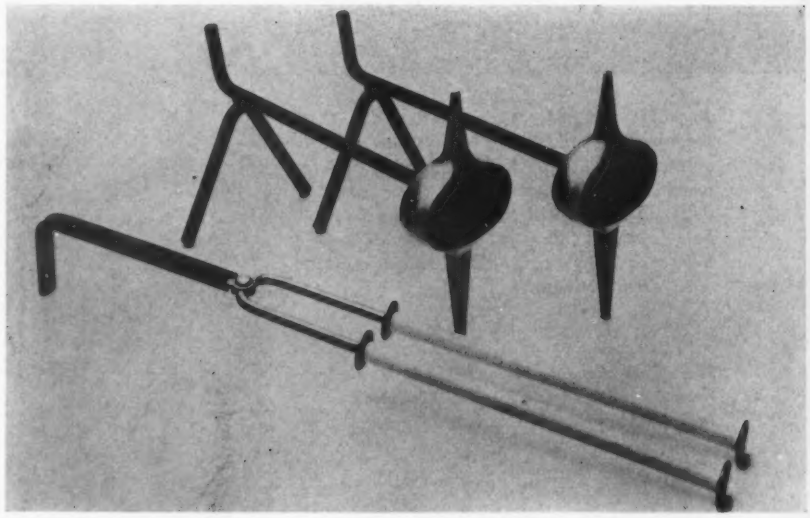
Sit-By-The-Fire

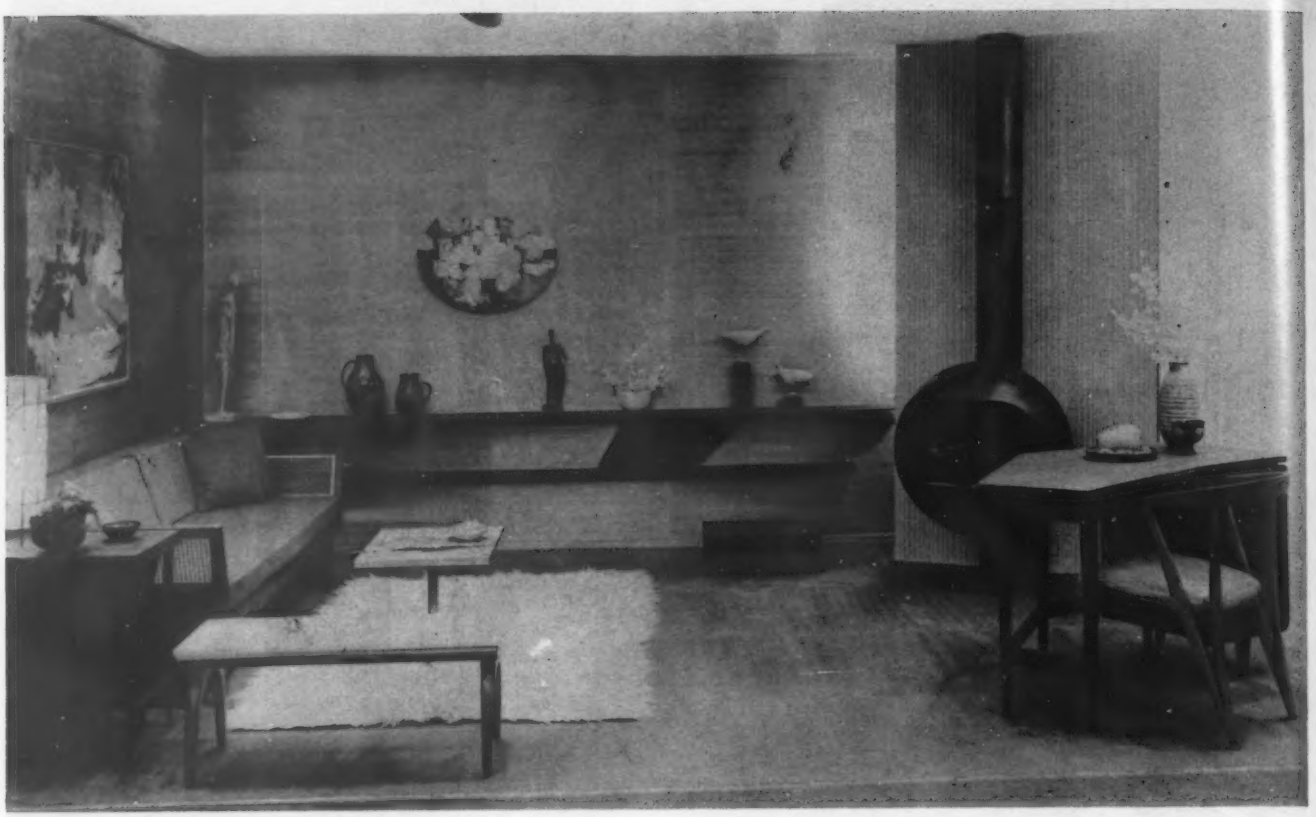
The fireplace probably has the oldest lineage of any component part of the modern home. Although no longer serving its original purpose, it is still the focal point of the room. As such the fireplace and its furnishings form an integral part of the decorating scheme and areas, individual and variable as the homes they adorn. On these pages you will find a variety of fireplace settings ranging from the traditional romantic conception of a fireplace hearth to the latest feat in modern technology, the prefabricated, free-standing fireplace unit. Both types can be used as much for decoration as for use.

Ye Olde Mantel Shoppe offers this unusual faience stove, 92" high, an import from Vienna in delicate pastel colors on a white background.

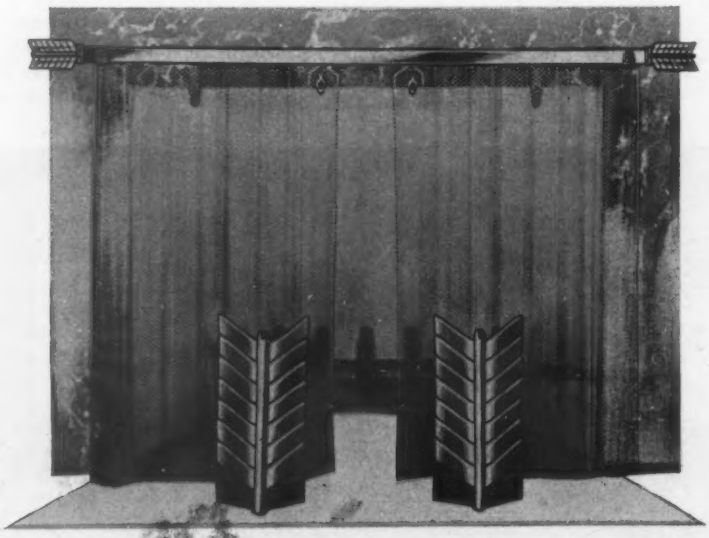


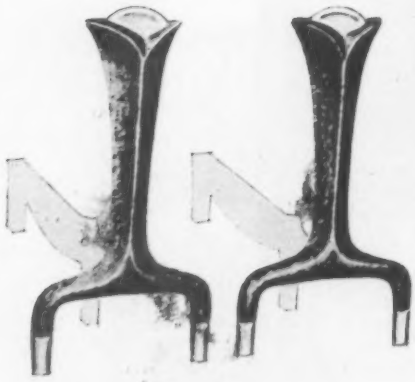
Contrasting materials provide interest in contemporary andirons and fire tongs designed by George Nelson for the Howard Miller Clock Company available through Raymor; andirons combine cast brass with black steel; fire tongs have white enameled handles.

Katharine Hartshorne, AID, makes this traditional fireplace the focal point of a warm and inviting room (above) in a gold and green color scheme; damask draperies and velvet upholstery are from Scalamandrè. A custom black metal fireplace is striking feature of room below designed by Frances W. Grafton, AID, for exhibit by the Tacoma (Washington) Art Association; furnishings from Dunbar's Seattle showroom.



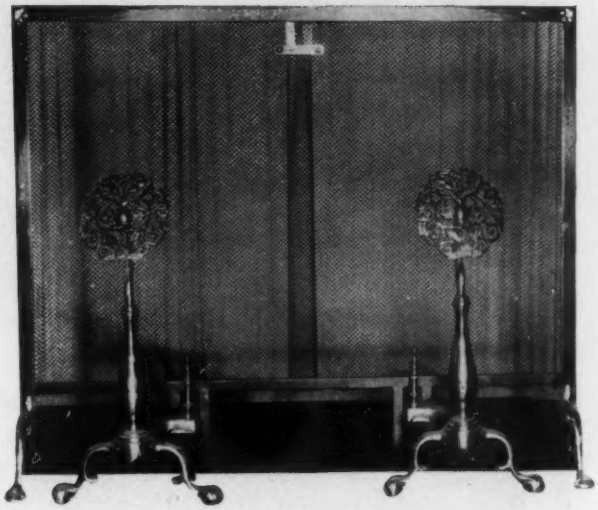
Bertha Schaefer, AID, silhouettes free-standing Kosmak fireplace in a room of contemporary design with M. Singer furniture, fur rug from Jack Lenor Larsen, sculptured shelf and accessories from Wharton Esherick.



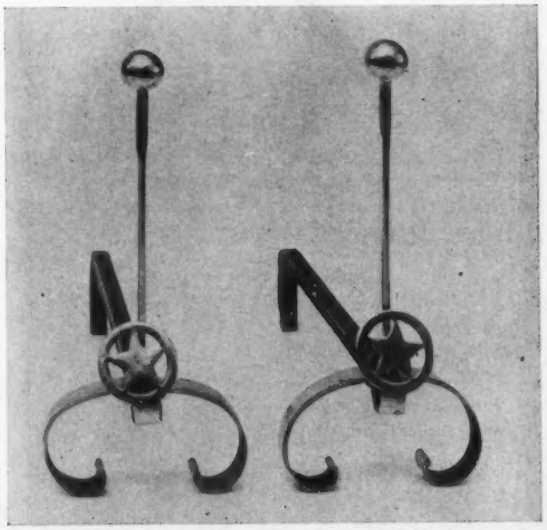


Bennett-Ireland introduces a new concept in fireplace design specifically for the contemporary home: andirons, fire tools and screen fixtures in coordinated units of cast iron and solid brass in a variety of finishes.

18th-century fireplace grate in cast iron with bronze ornaments. Ye Olde Mantle Shoppe.



H. A. Bame designs a curtain screen with black frame and mesh with brass trim or brass frame and trim with black mesh in standard or custom sizes; andirons are brass.



French Provincial hand-forged andirons with unusual silhouetted stars, polished steel finish; at Edwin Jackson.

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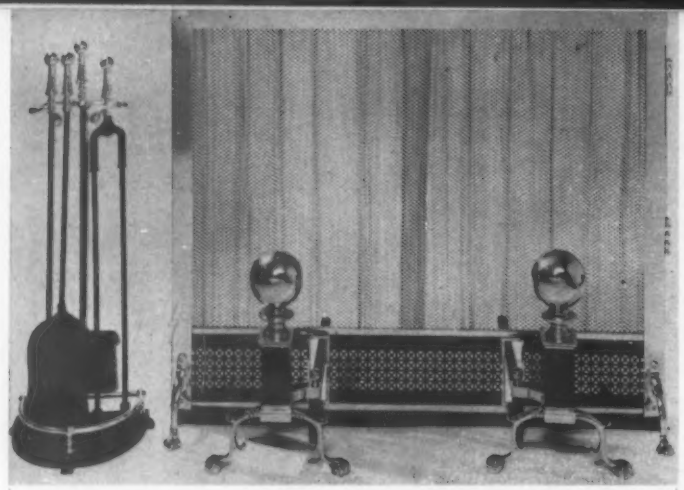
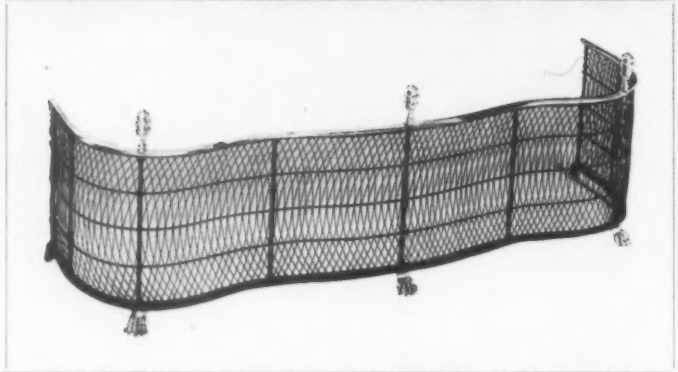
Handcarved antique French Provincial walnut mantel, 5 feet wide, 4 feet high, from Edwin Jackson.



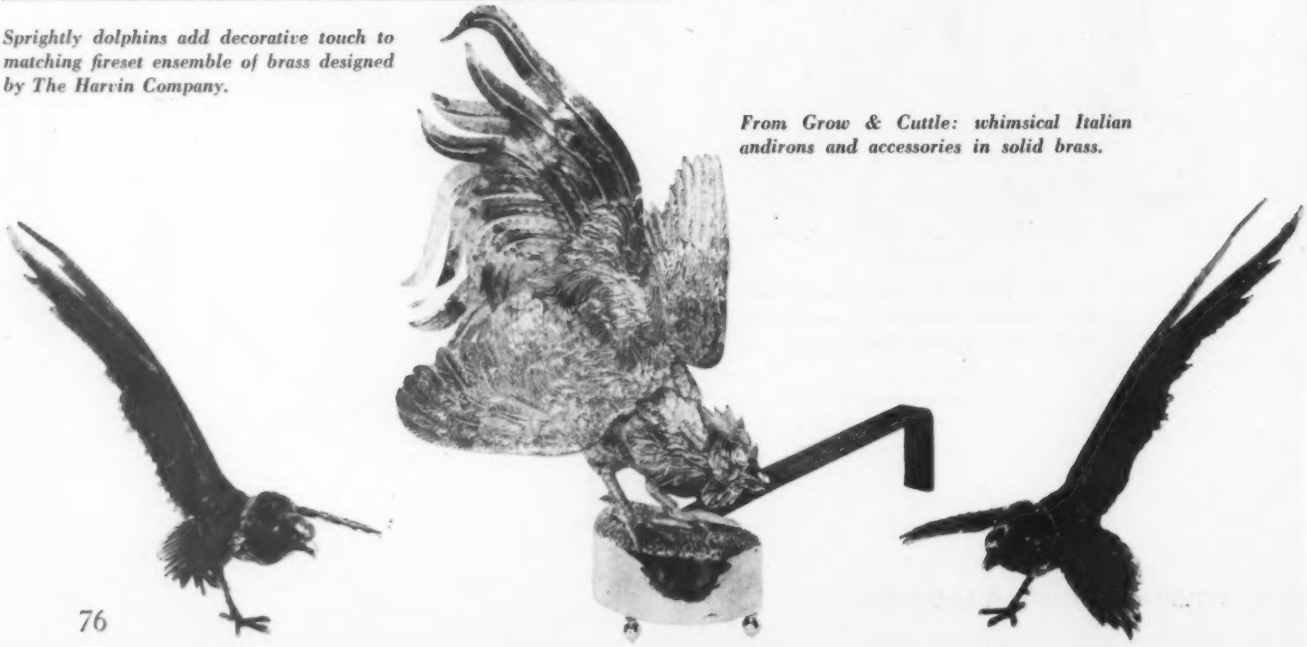
Centre Brass Works offers this simple, elegant fireplace grouping in solid brass with black column; fire set is 28" high.



Serpentine-shaped fender in brass with black enamel available in two heights from The Harvin Company.

Sprightly dolphins add decorative touch to matching fireset ensemble of brass designed by The Harvin Company.

From Grow & Cuttle this unusual Italian trophy in hand-hammered antiqued brass can be used as wall mount or on hood of fireplace.



From Grow & Cuttle: whimsical Italian andirons and accessories in solid brass.

Ph. Enfield designs a dramatic cantilevered fireplace in walnut with metal lining, fire retardant finish; custom lighting and cabinet work were designed by Mr. Enfield; Kroll fabric on sofa, Thaibok pillows, Jack Lenor Larsen chair fabric.

William H. Jackson offers custom hand-painted tiles for fireplace facings in a variety of designs; shown at right is "Blackberry and Bird" design by Bernice with an Oriental feeling; above, custom Dutch tiles are used to face attractive setting of knotty pine.

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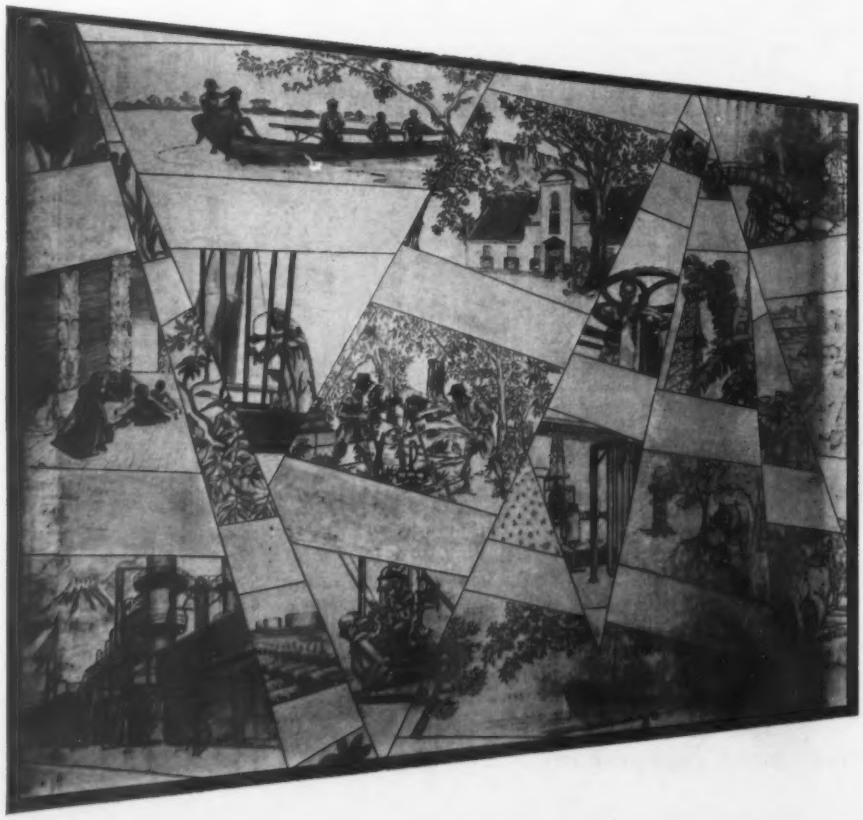
Offices: Touched by the Orient

Early in June 1955, Mrs. Helen O'Connell, interior designer for the New York architectural firm of Eggers and Higgins, received the first of a tremendous batch of blueprints for a new building her firm was designing. The building was the international headquarters of Standard-Vacuum Oil Company at 1000 Westchester Avenue in White Plains, New York, and for the next year, Mrs. O'Connell devoted the greater part of her time to planning the interiors of the three-level structure.

The first problem in designing the interiors of such an installation was posed by its tremendous size—250,000 square feet of floor space equivalent to about five football fields. How to achieve variety on the different floors and yet create a feeling of integration throughout the building? The task might have been somewhat more formidable had the architects not designed a structure not only handsome to look at, but also carefully planned around the operations of the oil company's activities. Further help came from Rodgers Associates of New York who served as interior architects.



Mural by Helen Treadwell

In the main lobby, floors are gray marble with black inserts, walls are paneled in butternut with ebony strips; waiting areas are defined by cedar color chenille carpet by James Templeton (all carpet was installed by William Gold); cove lighting by Cold Cathode Lighting Corp. In view below, custom furniture by Albano is designed with Oriental feeling, the chairs upholstered in Stroheim & Romann beige texture, the sofa in Jack Lenor Larsen royal blue; decorative highlights are Helen Treadwell murals in sepia and gold with montage of oil company's operations.

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The executive dining room encompasses 1125 square feet, can be divided into three areas by Fairhurst folding doors; walls are covered in green Tekko with three antique Chinese wallpaper murals from Charles R. Gracie; the Karagheusian carpet is a special design in tones of green; tables by General Fireproofing have walnut Formica tops, anodized metal legs; chairs by Albano; lighting fixtures, Lightolier.

Located on a landscaped hillside rising more than ninety feet above the roadway, the building commands a panoramic view of the countryside. Three continuing ribbons of windows girding the building are shielded from the direct rays of the sun by projecting horizontal aluminum louvres. Marble from several European countries and two areas in the United States are used in the construction—Red Altico from Spain and a Belgian black marble are effectively combined in the front lobby on wall panels, columns, door trim and planting boxes, while the floor combines gray marble from Missouri with square inserts of black. In selecting the color schemes, Mrs. O'Connell uses tones which harmonize with those of the marble. Other interesting architectural features include individually-controlled air conditioning and heating in each office, sound absorbent ceilings, and a modular type of construction which provides for movable interior walls.

The design of the main entrance is somewhat reminiscent of an Oriental pagoda, a bow in the direction of Standard-Vacuum's overseas operations which are concentrated in countries of the Far East. In designing the interiors, Mrs. O'Connell also utilizes this theme to great effect, and Oriental designs appear as a leit-motif in several of the major rooms, beginning in the main lobby where furniture in several waiting areas has been adapted from Oriental styles. It also appears in two large wall murals created by Helen

Butternut paneled walls installed by Froelich Woodworking Co. provide a warm background for boardroom with furniture by Walter P. Sauer & Sons, the chairs upholstered in Jofa green texture; the chenille carpet by James Templeton is cedar color; windows are curtained with Jofa fabric and Abbe Blum woven blinds; focal point is world map in gesso by Louis Ross with areas of firm's operation highlighted.

Auditorium has walls of green Vicrtex with one wall of cork for bulletins; curtains are Owens-Corning Fiberglas in white; draperies are green, coral and beige; aluminum chairs that fold by Mayfair Industries have anodized gold frames with green Naugahyde upholstery; drapery hardware used here and throughout is by Gould Mersereau.

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Treadwell who depicts the company's oil operations and local vignettes of the Far Eastern countries in which they are located.

A harmonizing flow of color throughout the building is one of the outstanding features of the decoration with celadon green and terra cotta as the key colors which appear on walls throughout the corridors and define the two wings of the building. Variations of these colors are repeated in several of the major rooms as a connecting link. The corridor floors are covered with vinyl tile in a special tone of beige which was specified by Mrs. O'Connell and prepared under her direction at the plant of the manufacturer. As a change of pace, the area outside the executive dining room is in gray and sharp blue, while the employees' lounges are designed in varied color schemes.

The executive offices located on the top level are, for the most part, designed with traditional furnishings in keeping with the wishes of the individual occupants. In the executive dining room and board room, two of the outstanding areas in the building, an air of restrained elegance keynotes the decor with soft and subdued colors—cedar carpet and green upholstery in the board room, tones of green throughout the dining room. Three antique Chinese wallpaper murals in the dining room continue the Oriental theme and add design interest. This room is also flexibly planned for large or small gatherings with folding doors which can be used to separate the 1,125 square feet of space into three areas.

The offices of Standard-Vacuum offer another outstanding example of thoroughly integrated design resulting from collaboration between architect and interior designer. The advantages in such cases are often more than merely visual, for they involve many unseen but highly important economic benefits which accrue when architect and decorator work together from the initial stages of planning.

In employees' lounge, Flexachrome floor is gray, one wall is covered in gold-flecked Salubra, the opposite wall has vivid rose colored harlequin plastic covering by Gilford; wallpaper mural is Schumacher's scene of Mystic Seaport; furniture is by Thonet with chairs upholstered in white, green and gray Nygen Tolex from Eggers Fabric Co., lamps from Paul Hanson.

Employees' dining room, serviced by Schrafts, has gray, black and white Flexachrome floor, Gilford blue plastic on end walls, yellow Vicrtex on columns; chairs by General Fireproofing alternate coral and blue Columbus Col-O-Vin upholstery; windows are curtained in white Owens-Corning Fiberglas with draperies in special print by Creative Looms repeating brick moongate motif.

Office of chairman-of-the-board L. Vincent Collings, is in traditional styling with furniture by Schmieg & Kotzian, Fortuny gold and beige curtains, beige Templeton chenille carpet and walnut wood paneling by Froelich Woodworking Co., upholstery fabrics by Stroheim & Romann are celadon green and apricot on chairs with texture of two colors on sofa.

Sophistication

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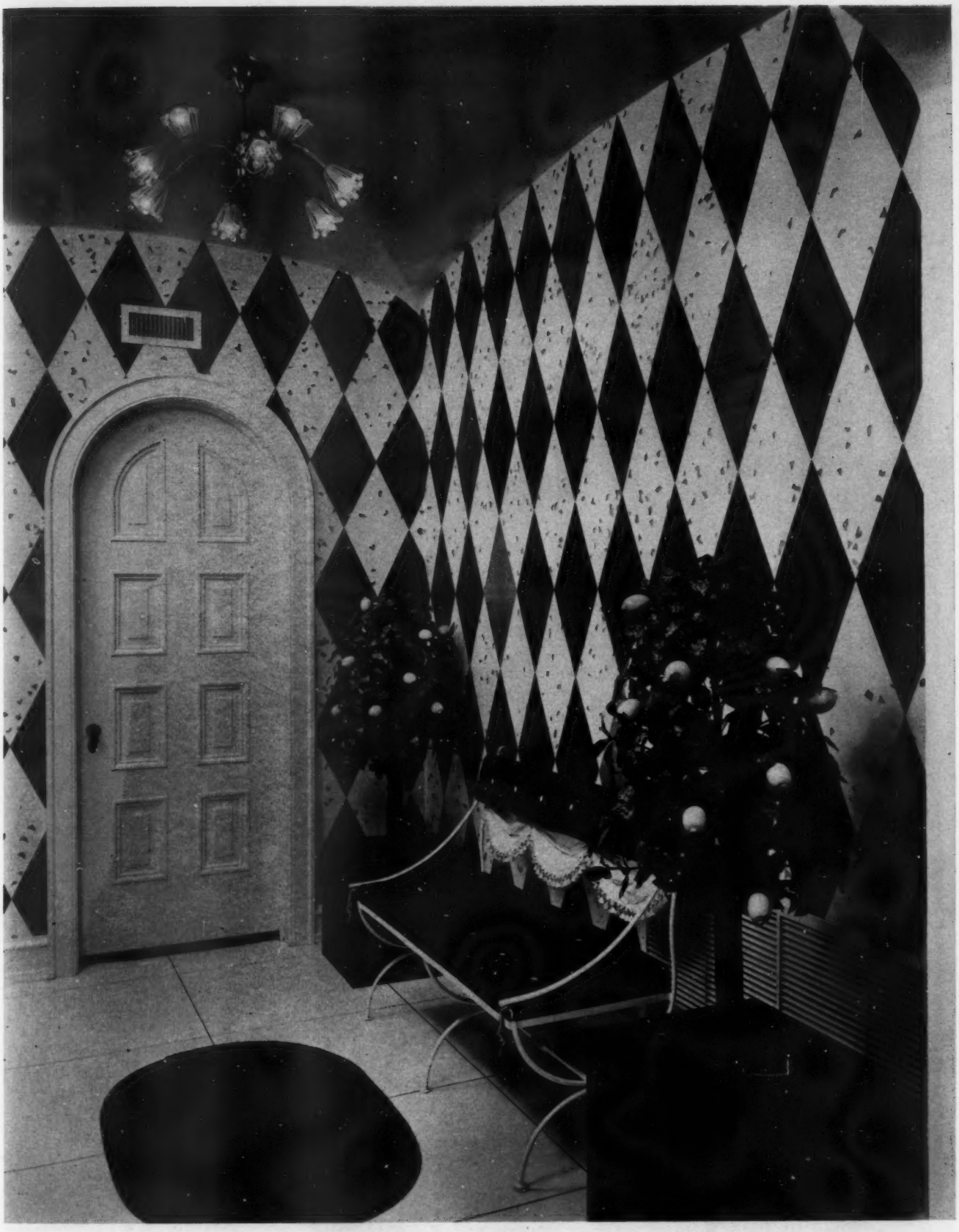
In the Chicago apartment of Mr. and Mrs. Samuel Leeds, interior designer Marion Heuer, AID, has created an atmosphere of sophistication, a feeling of luxury without ostentation, and a design plan which lends itself to graceful entertaining. And like all Heuer-designed installations, the apartment bears the stamp of originality without being "different" in the pejorative sense.

The Leeds, whose children are now grown up and married, moved to the apartment from a large house and wanted to retain a garden atmosphere in their new quarters as a visual touch with country living. In the foyer, a pair of lemon trees sets the garden theme which is continued in the dining room with a built-in planter of white marble, and in the living room where a sprinkling of green plants enhances the colorful scheme.

Several architectural features required changing, especially in the living room where a gingerbready fireplace with old-fashioned niches dominated the room. Mrs. Heuer designed a new wall with contemporary ash wood paneling and restyled the fireplace in brass and marble. Bookshelves are built in on one side adding warmth and color; latch doors in the paneling conceal extra storage space on the other.

Materials are used in unexpected ways, but always backed by a logical *raison d'etre*, and again, not just to be different. Fabric with a gold architectural design, for example, covers one wall in the dining room giving a feeling of tremendous spaciousness and dramatizing the wall which can be seen from the living room. Furniture is of no one period or style—classical Italian designs being used in the dining room, modern in the living room—and the overall effect is one which can only be described as contemporary.

An old-fashioned fireplace was converted into a handsome wall with ash paneling and built-in bookshelves in the living room; windows are curtained in sheer Fortisan from L. Anton Maix, and conversation grouping is designed with Dunbar sectional sofa in Stroheim & Romann fabric, S. J. Campbell coffee table and Urban occasional chairs; the charcoal carpet is from Creative Textiles, the clock and sconces are antiques.



Silk shantung wallpaper with multi-colored harlequin pattern from Kneedler-Fauchere provides a striking background in entrance foyer with floor of Robbins white vinyl tile and brass strippings; a white wrought iron settee from The Blackamoor is flanked by pair of lemon trees; lighting fixture New Metal Crafts.

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UNIVERSITY
OF PENN-
SYLVANIA

A charming breakfast room is created with white brick wallpaper from Katzenbach & Warren, curtains of Quaintance fabric and metal furniture from John R. Willis; the floor is Robbins spatter vinyl tile, lighting fixture by New Metal Crafts.

Fabric with an architectural design from Quaintance is applied to dining room wall creating a feeling of spaciousness enhanced by a corner garden with green plants and African violets; furniture is from Baker, the chair seats upholstered in Lackawanna black leather; the carpet from Creative Textiles is charcoal gray.

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UNIVERSITY
OF PENN-
SYLVANIA

Bright blue of the kitchen shutters is echoed in the floor of Robbins vinyl tile and the ceiling covered with Pippin Papers wallpaper; curtains from Quaintance have print of cafe curtains.

Summer Furniture Market

Highlights of the Summer Furniture Market held in Chicago and New York during October

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Willow & Reed

Three-tier table with Formica tops in choice of three colors; table top has 48″ diameter, 1st tier 25″, 2nd tier 17″; overall height approximately 82″.

Troy Sunshade Company

Versatility marks new coffee table with removable service tray; legs are gold-anodized aluminum, top is rattan grillwork.

Tropi-Cal

New version of basket chair of woven rattan has new snap-on leg construction for easy assembly.

The McGuire Company

McGuire's charming new "Shredded Bamboo" garden furniture designed by Elinor McGuire and imported from the Philippines includes round table in several sizes, barrel back chair and 18″ high stool; material is non-porous and can be left outdoors.

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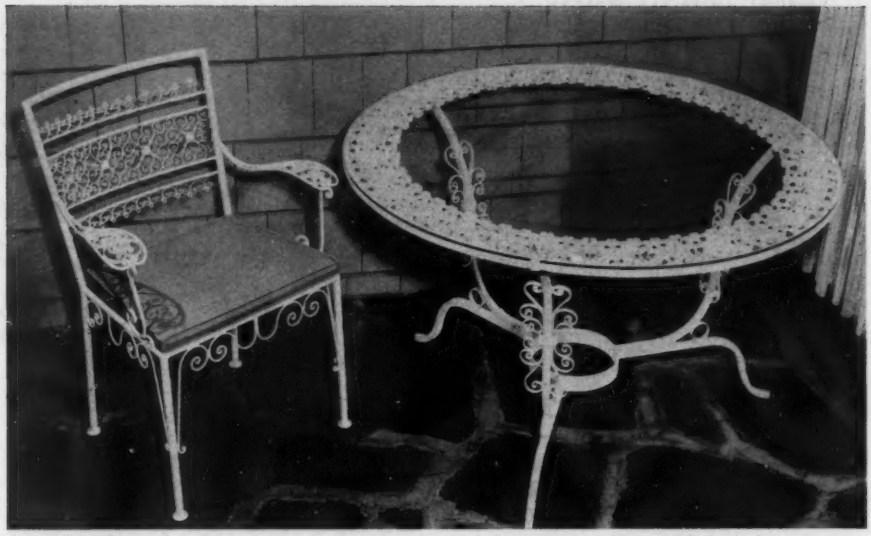
UNIVERSITY
OF PENN-
SYLVANIA

John B. Salterini Co.

A new addition to the "Mount Vernon" collection is this mesh-top circular dining table available with or without umbrella hole. Side chair of expanded metal mesh and wrought iron is particularly suitable for outdoor use, has companion armchair.

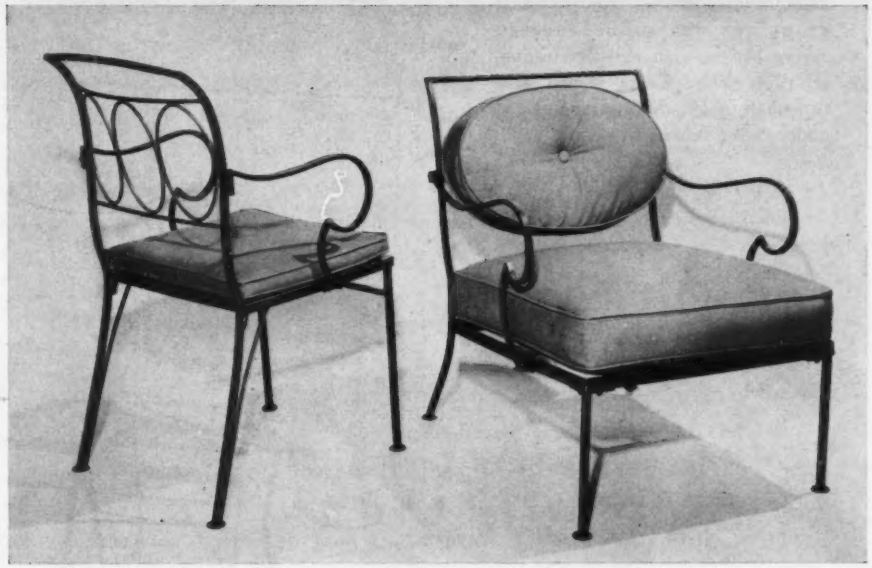
Gallo Original Iron Works

Cathay, a new wrought iron grouping with Oriental leanings, includes tea wagon, three sectional pieces and lamp table.



Molla, Inc.

Several new groups designed by Charles Molla include dining table and chair in wrought iron adapted from Spanish models with delicate tracery, and armchairs with oval motif in back.

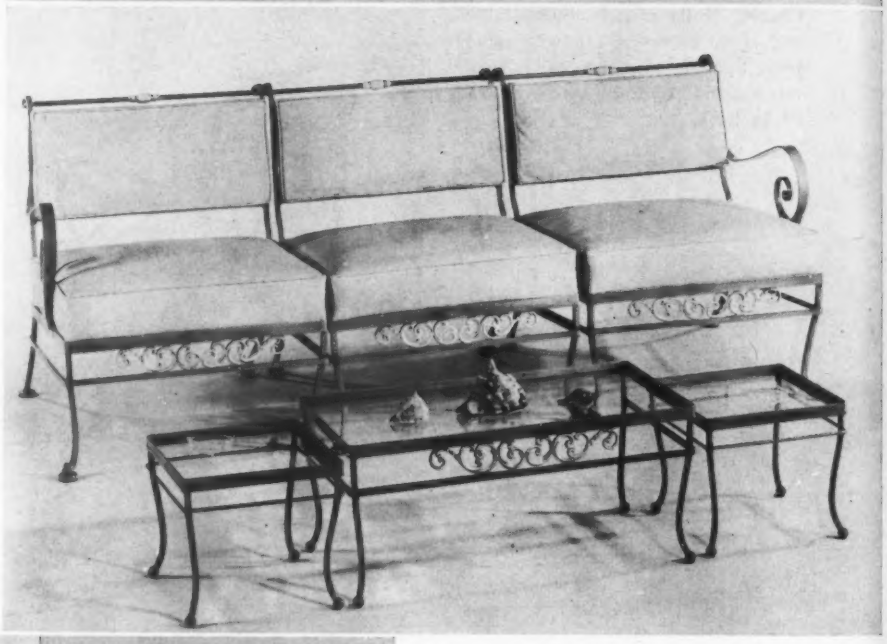


Birmingham Ornamental Iron Co.

This "all-weather" chair of wrought iron with mesh back and seat was judged winner in style category of design contest sponsored by the National Association of Summer Furniture Manufacturers.

Lee L. Woodard Sons

A lyre is the decorative motif of Woodward's new Minuet line available in any of their standard finish colors to contrast with white ornaments and cushions. New sectional groupings with rubber-covered spring construction in seat cushion, all rubber-filled backs, shown with two small tables which can be nested under coffee table.



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Telescope Folding Furniture

Attractive indoor-outdoor chair with aluminum frame and slats of mahogany-stained wood, can be stacked for convenient storage.

Business Practice

Harry Siegel, C.P.A. and business advisor to many prominent decorators, offers his third article on Business Practice for interior designers. Mr. Siegel invites questions on the topics discussed in his articles or on related aspects of business procedure; questions should be addressed to him in care of "Interior Design."

THE end of another year looms ahead, and with it, Christmas, New Year's, and Income Tax. The Director of Internal Revenue is no Santa Claus nor is he a new-born baby. While it is true that personal and partnership income tax returns are not due until April 15th, and corporate returns for calendar years are not due until March 15th, the report is based upon the status at December 31st. It is too late to think of a tax savings program after this date. The month of December is the last month in which to provide for intensive tax planning and the execution of those plans.

The courts have held that the taxpayer has not only a right but a duty to pay the *legal minimum tax*. Therefore, it is certainly advisable to determine the questions of tax treatment before transactions occur. Proper tax planning will result in minimizing taxes and official censure will not be leveled where a proper basis can be shown.

This is the time of the year to review the operations of your business for the past ten or eleven months, to determine the effect (tax-wise) of additional income or deductions. A properly prepared statement of income and expenses will indicate the potential tax liability looming ahead and should indicate the necessity or degree of tax planning. It is legally proper to plan the timing of income and deductions to effect maximum benefit in minimizing your tax liability. In this way it may be possible to accelerate or defer income or deductions consistent with the taxpayer's method of accounting.

The necessity for proper tax planning should not be solely a business function, but should be considered for the preparation of personal income tax returns.

The vast majority of individual taxpayers are on the *cash basis* for reporting to the Treasury Department. This means that income and expenses to be included in the tax year are those income items which have been actually received and those expense items which have actually been paid out. Thus it is easy to visualize the tax consequences when the individual is in the position to control the receipt of income or the payment of deductible expenses.

For example, assume that the taxpayer has incurred medical expenses of $1,200.00 and has an income of $10,000.00, there would be an allowable deduction of the excess of 3% of the adjusted gross income, or $900.00. (Computed as follows—3% of $10,000.00 = $300.00. Total medical expense $1,200.00 less $300.00 = $900.00 deductible medical expense.) The $900.00 would be an allowable deduction if the full $1,200.00 was paid in one year. Assuming the same facts, if the taxpayer pays $300.00 of his medical bill in 1956 and $900.00 in 1957, there would be no allowable deduction for medical expense in 1956 and only $600.00 in 1957. Thus, the taxpayer has lost the benefit of a $300.00 tax deduction.

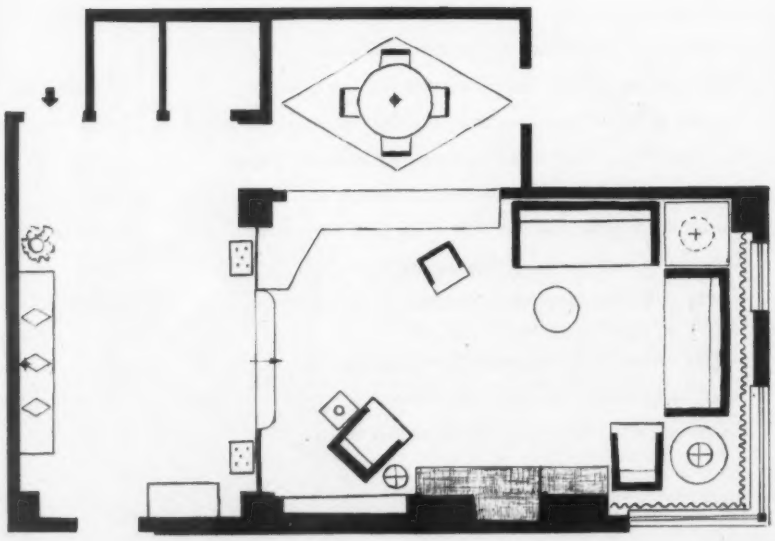
The same theory as illustrated above can be put to good advantage in connection with the other allowable deductions. Following this line of tax consciousness, those taxpayers who have had stock market transactions or other forms of capital gain or loss transactions should definitely examine their status before the end of the year so that they might use this final period to work out additional "sales" to balance out gains or losses.

Tax savings are gained during a tax year and not at the time of the physical preparation of the tax report.

A Golden Theme

Sleek lines of furnishings and warm walnut paneling contribute an atmosphere of spaciousness, charm and comfort in an apartment in the modern manner, recently completed by Interior Designer Patricia Harvey, AID. The sofas, fitted with slip-on covers so that bedding may be left on at all times, double as sleeping units; and the large two-way walnut cabinet, a step-up unit with sliding doors and drawers, installed between living room and dining area and specially designed by the decorator conceals a TV unit and space compartmented for glassware and china. This cabinet unifies the dêcor between living room and foyer, and the top serves as a sideboard when sconce in gold leaf above the bar and carved figure of a dining. Accessories include a dramatic antique lighting temple dancing girl from Burma placed above the fireplace. The color scheme, integrated in furnishings and accessories, is walnut and mustard-gold combined with white and grape, with brass accents for added interest.

Suspended bar unit of U. S. Plywood, in satin-finish white lacquer with spattered gold enamel pulls created by Jedwabnik & Kinigstein, doubles as cabinet for clothing; Robbins vinyl top is enhanced by brass inlays by William Gold. All upholstery fabrics throughout have been Sylmer-Silicone treated by Perma Dry to resist soiling.



SCHOOL OF
FINE ARTS
UNIVERSITY
OF PENN-
SYLVANIA

Hospitable atmosphere of attractive living room is enhanced by Kalflex walnut paneling, silk and rayon gold sheer fabric of curtains from Decorative Fabrics, and antique gold Spinning Wheel carpet from William Gold; Leeko sofas, in Jofa gold and white bouclé, are contrasted with Mason Art lounge chairs in grape handwoven fabrics by Creative Looms; and Blackamoor wrought iron benches painted white are trimmed in brass and upholstered in Thaibok Siamese silk check; Persian coffee table from Lee Bernay Associates, Burma carving from Lantin & Farhadi on shelf above fireplace in Ceramics tiles imported from Italy by Murals; brass pull-up lamp over sofa, Heckel & Rinaldi; floor lamp, Rena Rosenthal.

Two-way walnut cabinet with sliding doors and drawers, designed by decorator and made by Techmaster, has matching Micarta top and serves as sideboard when dining; occasional chair and furniture in dining area from M. Singer & Sons; mural painted on grasscloth, from Murals, Inc.

Achievement Awards...

The 60th Anniversary dinner of Parsons School of Design, honoring eleven designers of international reputation in the decorative and fine arts, was held at the Waldorf-Astoria Hotel on November 1. Arthur A. Houghton, Jr., president of Steuben Glass and chairman of the Board of Trustees of Parsons, presided; and medals were presented at the dinner to the designers by Pierre Bédard, president of Parsons. August Heckscher, director of the 20th Century Fund and president of the Woodrow Wilson Foundation was the speaker of the occasion. Four of the award winners are citizens of other countries, who traveled to New York for the event, and the seven others are graduates of Parsons, recommended for citation by members of the School's alumni association.

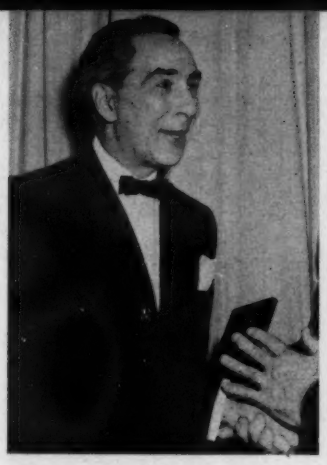
Pierre Bédard, president of Parsons, presents the Parsons medal for distinguished achievement in design to Albert Bliss, president of Bliss Display Corp., pioneer in store layout, fixture design and industrial exhibits, and Government consultant.

Medal for distinguished achievement was also awarded to Junzo Yoshimura, leading Japanese architect and member of faculty of Tokyo University of Arts, designer of "Motel on the Mountain," and Museum of Modern Art's "Pine Breeze Pavilion."

Christian Dior, legendary name in French fashion and most responsible figure instrumental in restoration of Paris as fountain-head of haute couture, received medal for his mass production methods which retain the precious Dior cachet without sacrifice of quality.

Design in Britain has gained stature from the signal contributions of Sir Gordon Russell, a Fellow of the Society of Industrial Artists, and director of the British Council of Industrial Design; author of several books, lecturer and television commentator of national repute, and manufacturer, he has made signal contributions to design.

Outstanding in the field of interior design, where she has participated in the tasteful embellishment of America's finest residences, Eleanor Brown, chevalier of the French Legion of Honor, was cited for her inspired leadership with McMillen, Inc., over which she has presided with laudable capability for 34 years.



Innovator of styles and arbiter of fashion, Norman Norell, three-time winner of Coty award, was honored for his designing in the motion picture industry and for master work with Hattie Carnegie and his own firm, Traina-Norell.

Fluently versed in the French tradition of fashion, Claire McCardell, winner of many awards, nevertheless manages to evoke in her costume innovations an individuality all her own characterized by verve and élan distinctly American, and for this she was awarded the medal for distinguished achievement.

Celebrated designer of costumes for stage and screen, creator of styles of accouterment par excellence, and distinguished for colorful depictions in oils, Gilbert Adrian is a worthy candidate for the Parsons Medal of achievement in the arts.

Spiritual guide of contemporary Brazilian architecture, Lucio Costa, graduate of Escola Nacional de Bellas Artes, Rio de Janeiro, has added to the prestige of architecture in the Americas with notable constructions and scholarly writings; for his inspired designs enlisting sculpture and vegetation for decoration, the medal for distinguished achievement is richly deserved.

The well-disciplined talents of Eleanor Le Maire are evident in the theater as well as in the ornamentation of merchandising salons and business houses, banks and ships; and her flair for the mot juste in decorative enhancement has found expression abroad as well as at home.

As design coordinator and assistant to the president of the Raymond Loewy Corporation, there is scarcely an avenue in the complex area of industrial design that William Charles Raiser has not traversed with familiarity.

Jacob Prytz, Rector of State School of Industrial Art and Handcraft of Norway, president of National Federation of Norwegian Applied Arts, and proprietor of celebrated firm of J. Tostrup in Oslo, is recipient of medal for distinguished achievement as fabricator and designer in precious metals.

Design Integration

For its colorful new air-conditioned offices occupying an entire floor of the Dry Dock Savings Bank Building, in New York, the architectural firm of Copeland, Novak & Israel has included in the layout, besides its executive offices and conference room, a contractors' alcove, a decorating department, and drafting room to accommodate fifty drafting tables.

The reception area is divided into two sections—entrance and working space—by a marble divider accommodating green plants. Behind the divider are a reception desk and two secretary desks, of walnut with black metal frames, and chairs upholstered in red leather. The floor is laid in black-flecked, white vinyl tiles, and the draperies are an intermixture of white, beige, brown and black. A concealed alcove, paneled in walnut, is located at the right of the reception area, and is used for meetings between architects and contractors. It is furnished with a table topped with white formica set in a black metal frame, and walnut armchairs with red vinyl upholstery.

Directly off the reception area are located the three executive offices, with floor-to-ceiling doors leading to them made of walnut on the outside and Brazilian rosewood within. Mr. Copeland's office has white walls, white acoustical ceiling, and black and white textured carpeting. One of the walls is draped in white linen, bearing a printed pattern, and a floating cabinet secured to another wall is made of Brazilian rosewood with white lacquered doors. The desk here is also of Brazilian rosewood in a brass frame, with desk chair upholstered in turquoise leather; supplementary upholstered items, including a couch and two chairs, are covered in black fabric.

The office of Adolph Novak is also furnished with a Brazilian rosewood desk in a brass frame, with adjoining cabinet; the chairs here are upholstered in black leather, and for contrast there is a couch covered in handwoven persimmon-red fabric. The beige-colored walls are supplemented by white linen draperies bearing a black and red lineal design, and the carpet is beige, black and white tweed.

Variety and color characterize the decor of the third executive office occupied by Lawrence Israel. Two walls here are white, a third is covered with a blue chalk board for demonstration purposes, and the fourth wall is sheathed in cherry against which

General office has curtains of Jack Lenor Larsen fabric and Robbins black-flecked white vinyl tile as background for Carmel walnut desks with Formica tops; swivel chairs by Knoll Associates.

Window wall in Architect Lawrence Israel's office is draped with Elenhank curtain fabric in blue and black polka dot pattern from Jack Lenor Larsen, contrasted with cherry sheathing and walnut shelving; Harootunian blue carpet matches chalk board wall not shown; furniture includes Carmel Construction walnut table-desk with white Formica top and JG Furniture chairs in black leather.

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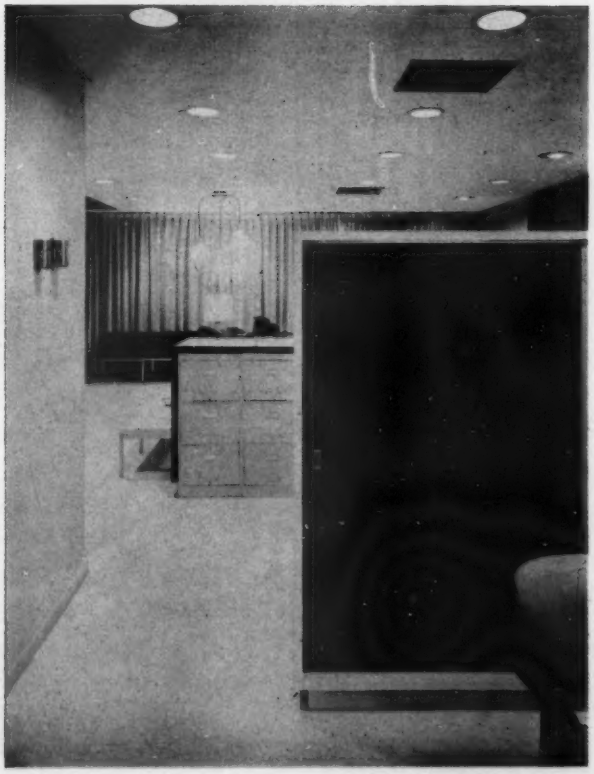

Entrance area is divided into reception and working sections by marble divider for plants; view beyond shows area for meetings between architects and contractors; Carmel Construction furniture, lighting fixture by Lighting Associates.

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Offices were designed for vista effects; view here is toward reception area and shows room divider; filing cabinets, encased in walnut, have white Formica tops.

View of drafting room, showing efficient lighting by Gotham, installed by Litemore; color is contributed by red panels on beige walls, and red and blue lacquered supply cabinets under Swakoff & Miner tables.

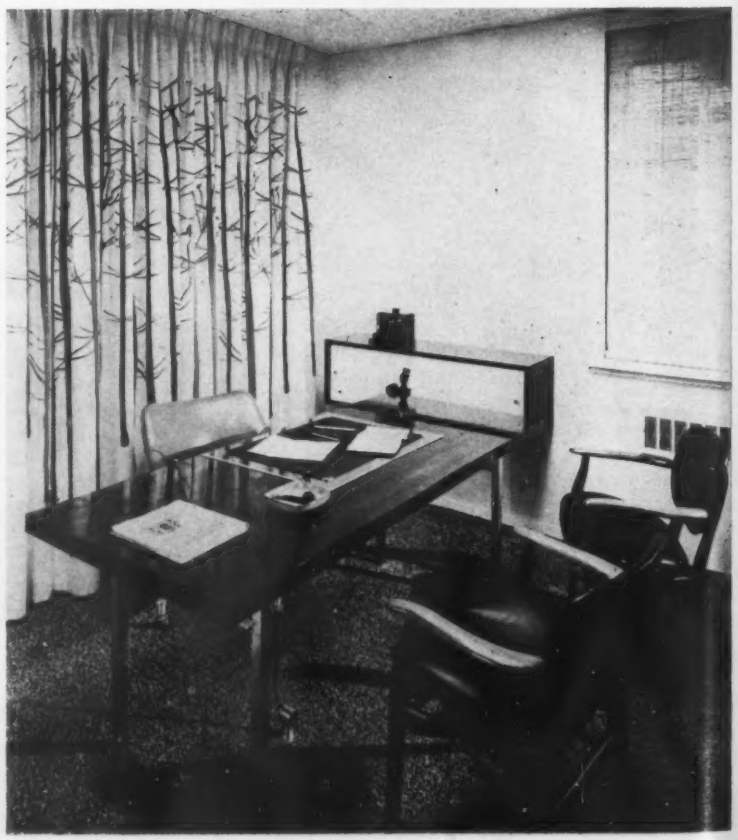
has been installed walnut shelving. The carpet of blue wool matches the chalk board wall, and the walnut desk has a white formica top set in a black metal frame. The draperies are white linen with a pattern of blue and black dots.

Gold walls and gold wool carpet give color and interest to the background for the conference room. One wall is covered with cork tile, for additional interest and contrast, and for the useful purpose of displaying presentations and plans to clients. The furniture here consists of a large walnut conference table in a black metal frame, with walnut Danish chairs upholstered in black leather, and a cabinet with built-in refrigerator and storage space. The draperies are most effective in a striped pattern in tones of black and brown.

All three members of the firm of Copeland, Novak & Israel are graduates of New York University School of Architecture, and are also all members of the American Institute of Architects. The firm maintains its own decorating department, a busy work area with three drafting boards, that is an important part of the organization. As specialists in store architecture and interior designing, the firm has worked on the planning of several shopping centers, and has been largely instrumental in changing the concept of store planning from that concerned primarily with surface decoration to one of the store as a synthesis of architecture, merchandising and community planning.

Among the stores on which Copeland, Novak & Israel have worked or are currently working, are: Wanamaker's Cross-Country Shopping Center; Macy's New York City, Roosevelt Field, and Paramus; Bonwit Teller, Jenkintown and Wynnewood, in Pa.; Thalhimer's, Richmond; Franklin-Simon, New York and Westport; as well as stores in Melbourne, Rio de Janeiro, and Johannesburg.

Architect Peter Copeland's office has white walls and ceiling, black and white textured carpet from Harootunian; one wall is draped with Jack Lenor Larsen fabric; wall cabinet and table desk by Carmel Construction; chairs from JG Furniture.



Conference room has Armstrong cork wall blended with others painted gold; window wall has curtains of Knoll fabric striped in tones of black and brown; walnut table-desk by Carmel Construction matches JG Furniture chairs with black leather upholstery.

Area for meetings between architects and contractors is separated from general office by divider; table by Carmel Construction has Formica top and JG Furniture chairs have mandarin red Naugahyde upholstery.

7 INTERIOR DESIGNERS

In Profile with Examples of their Work

Bess Bernard
New York, New York

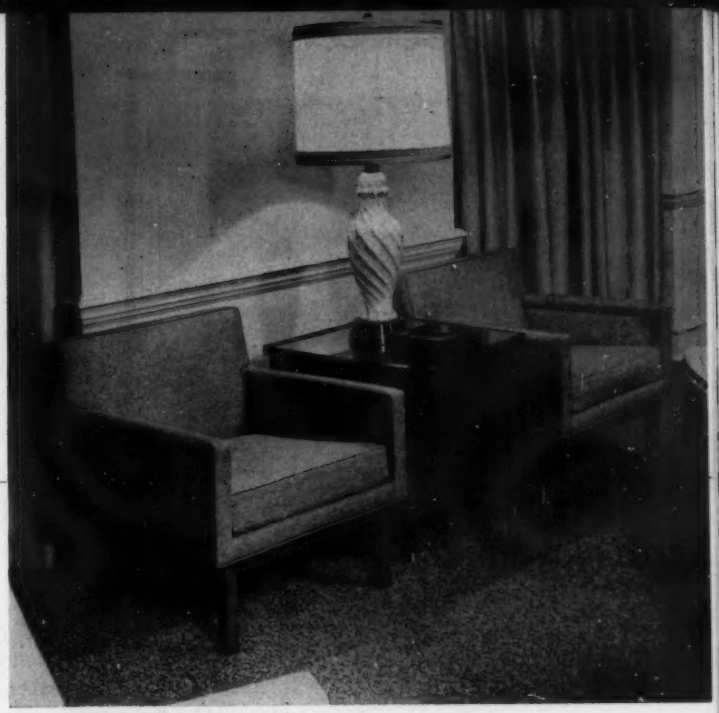
Miss Bernard has been in business for herself since 1953 doing both residential and commercial work. She was formerly associated with Melanie Kahane for nine and one half years. She recently completed the general and executive offices for Vidicam Motion Pictures, is currently engaged in a research project on Queen Anne and 18th century Americana.

In this attractive law office designed by Miss Bernard for a maritime lawyer, walls are paneled in antiqued black walnut with matching dark beige carpet and curtains of Norman Trigg fabric made by Celia Roth, while the sofa and club chair from Beaver Furniture are upholstered in warm mocha tone leather. The bamboo frame chairs from John Stuart have black leather seats. The desk, end tables and coffee tables were specially designed and made by Commercial Cabinet Co. All lamps, including brass muffin stand, are from Accessories and Design.

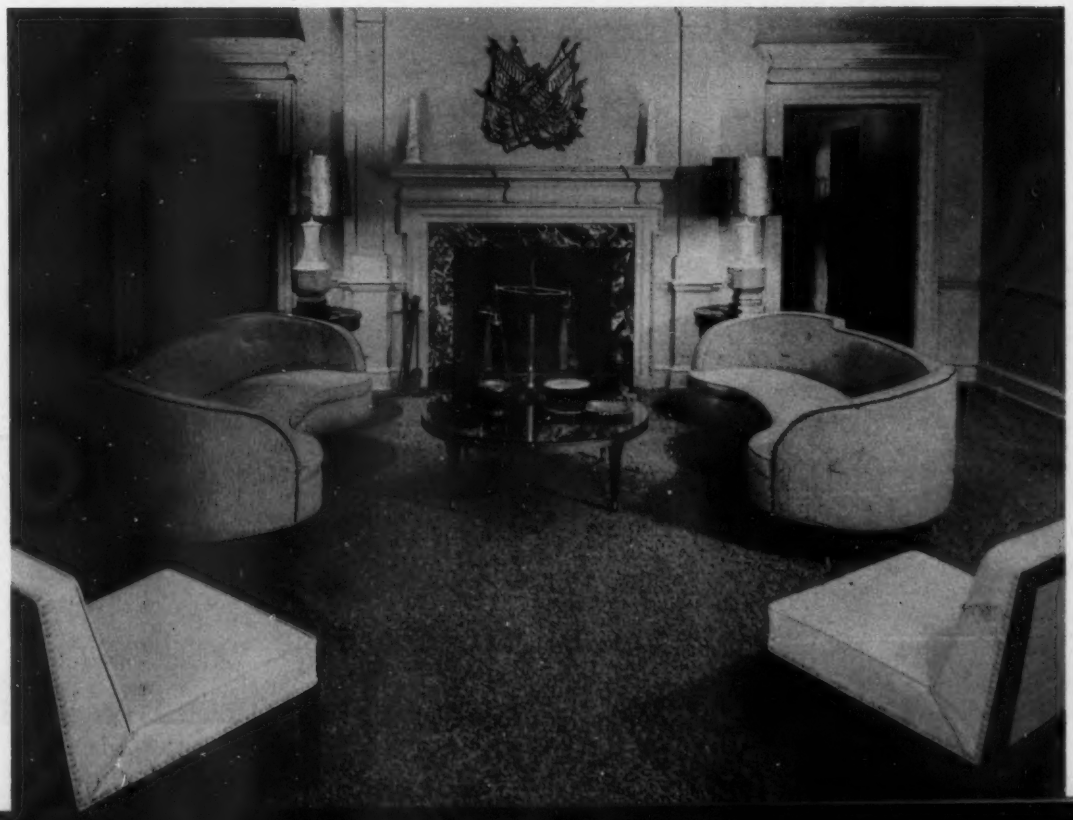
SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

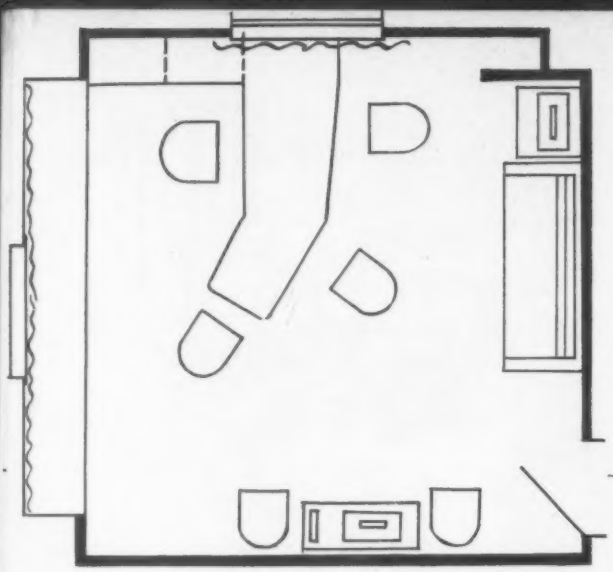
Frank Garrett
Atlanta, Georgia

As head of his firm Garrett-Jones, Inc. in Atlanta, Mr. Garrett's work is primarily in residential interiors although he has several country clubs, offices and other contract installations to his credit. A graduate of Emory University with further studies at Georgia Tech and Oxford, England, he has worked in the field for twenty years, had his own business for the past four years.



In remodeling the interiors of the Colonial Terrace Hotel in Atlanta, Mr. Garrett left the Georgian architecture intact, gave the rooms a more contemporary feeling with fresh color schemes. In the living room shown here, walls are a blue-green tone which is repeated in the James Lees carpet and the Vicrtex upholstery on the Robinson-Johnson sofas and armchairs, while a pair of armless chairs with black frames and cane backs is upholstered in white. Other furniture including tables from Fine Arts Furniture Company is finished in light mahogany tone. Lamps are by Paul Hanson and Keefe-Howard; accessories include interesting wood carving over mantel from Grow and Cuttle.

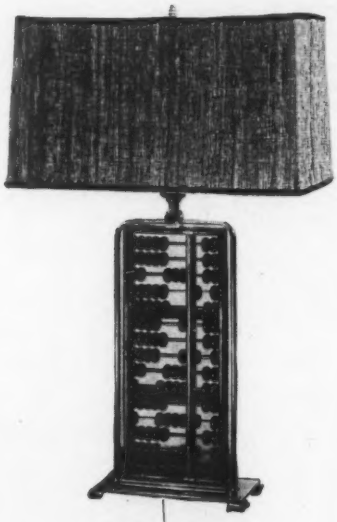




SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

Milton Glaser, AID
Richmond, Virginia

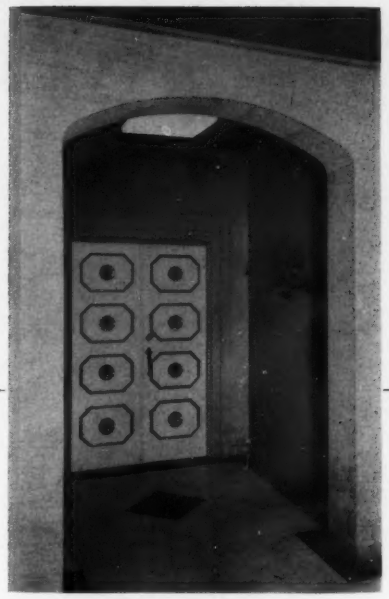
Mr. Glaser, who heads his own firm Milton Glaser Associates, studied architecture at the University of Pennsylvania and worked for several years with Philadelphia architect, the late George Howe. In addition to some residential work, he specializes in commercial interior design, and his current work includes interiors for a country club and a national jewelry store chain. He was formerly president of the Virginia Chapter of the AID, is now serving on the Board of Governors.



In creating a combination office and conference room for a member of a large law firm, Mr. Glaser uses a muted color scheme and conservative contemporary furnishings. A built-in walnut storage unit was designed to match the walnut furniture including Jens Risom chairs and Stow-Davis desk and cabinet; Knoll fabrics are used throughout, the upholstery of neutral oatmeal or reddish-rust texture, the curtains in a natural and black stripe. The Gulistan carpet is soft beige to match the walls. Green plants, sculpture, paintings and an interesting "abacus" lamp from Almco complete the setting.

Helen Hall
New York, New York

Miss Hall worked two years as Interior Design Consultant for Dumont Upholstery before starting her own firm in 1955. She was appointed Director of Interior Design to Sherwood Hotel chain in August, 1955 and is also employed by the Hertfield Hotel chain.



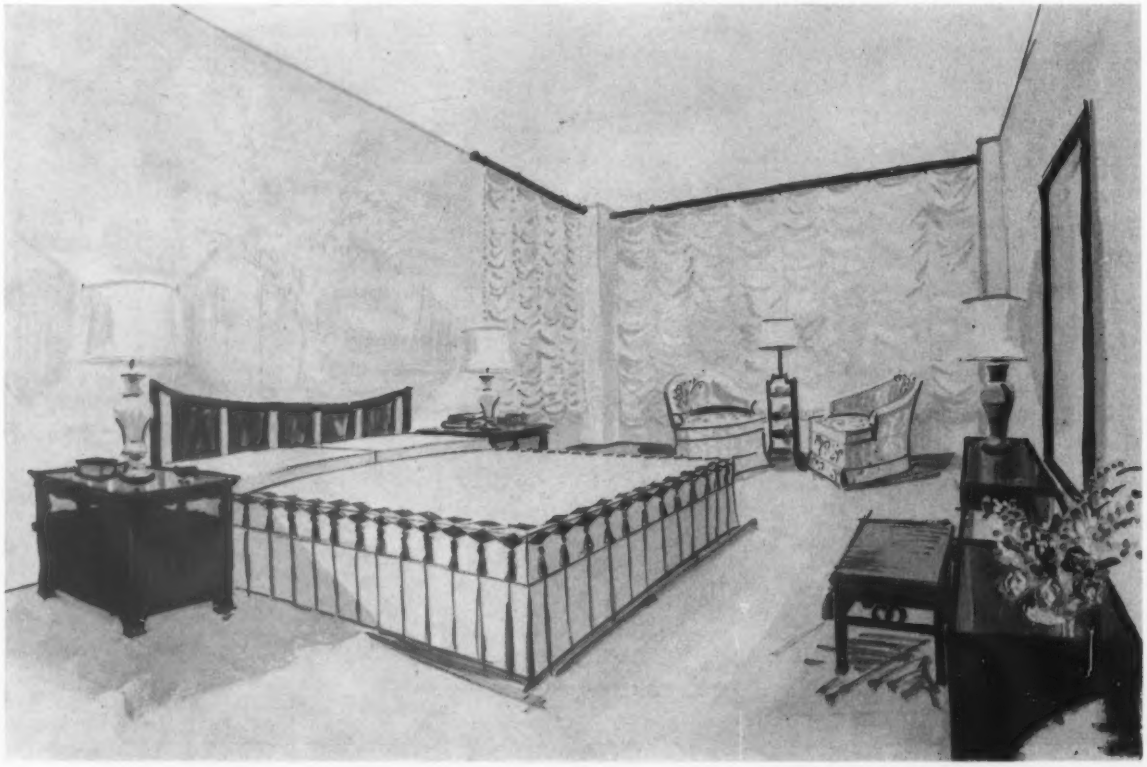
For the showroom of Sidney Lambert, Inc., New York furriers, Miss Hall uses a silver, gold and charcoal color scheme with sectional sofas by Dumont Upholstery in S. M. Hexter gold and charcoal fabrics, the cane-back chairs from Dumont Hall in charcoal. Tables are by Mike Danze, carpet from Fraser-Gold, the pale gold curtains from Bonray. Lemon trees from S. Hanfling provide colorful decorative accents. In the entrance hall, walls are covered in Murals, Inc. white hemp on gold cloth and the doors, designed by Miss Hall, have Syroco placques.

Geraldine Nicosia, AID
New York, New York

Mrs. Nicosia attended Cornell University and was associated with Anthony Shops for many years before opening her own business to design residential and contract interiors. She is Chairman of the Examining Board of the New York Chapter of the American Institute of Decorators.

This elegant bedroom in tones of pale lavendar, white and gold has Murals, Inc. shiki silk wallpaper printed with Bamboo Grove mural as a background, and an unusual window treatment with cafe style Austrian curtains on brass poles. The white bedspread is appliequed in gold Lurex harlequin design and trimmed with tassels from Standard Trimming. All fabrics, including the white Needletuft carpet, are rayon. Furniture from Baker includes headboard with brass trim, pair of night tables and dresser-vanity unit. The pair of revolving chairs from Pizzillo is upholstered in white damask. Lamps are from Paul Hanson, the lamp-table from Accessories & Design.

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

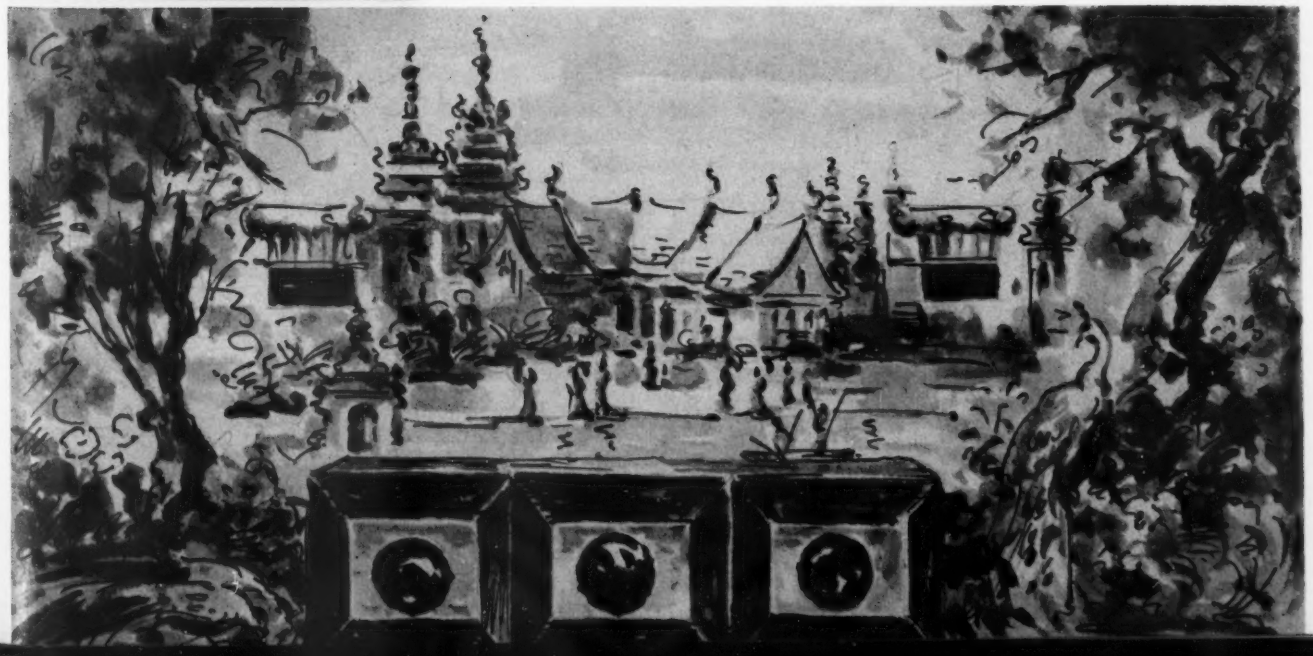


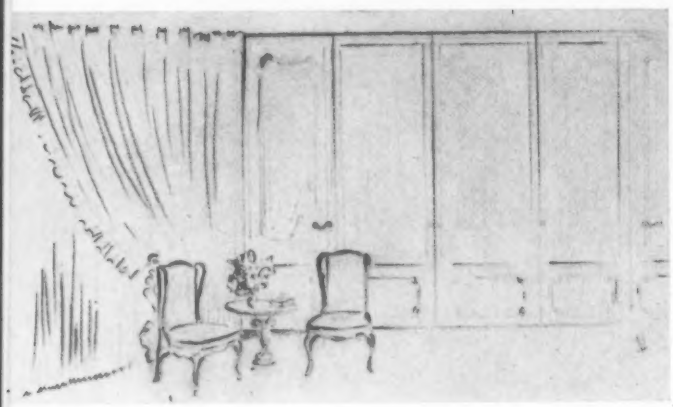
Dorothy F. Wagstaff
New York, New York

Mrs. Wagstaff has had her own business for the past eight years specializing in historical restorations, clubs, banks, schools and lobbies in addition to considerable residential work.

A Siamese motif is the theme of an attractive apartment house lobby designed by Mrs. Wagstaff at 875 Fifth Avenue, New York, in tones of blue and green. The floor is carpeted in a soft olive green texture from L. Jones, the walls are covered in Charles R. Gracie grasscloth with decorative highlight focused on a series of Siamese murals by William H. Earle. In several areas, murals of trees have tiny electric lights on the branches. Seating pieces are upholstered in Boris Kroll's "Casbah" fabric in blue and green. The long cabinet in front of the mural shown here was redesigned and finished by David Wider, the antique Siamese figure of carved wood is from Olga Erlanger.

William H. Earle





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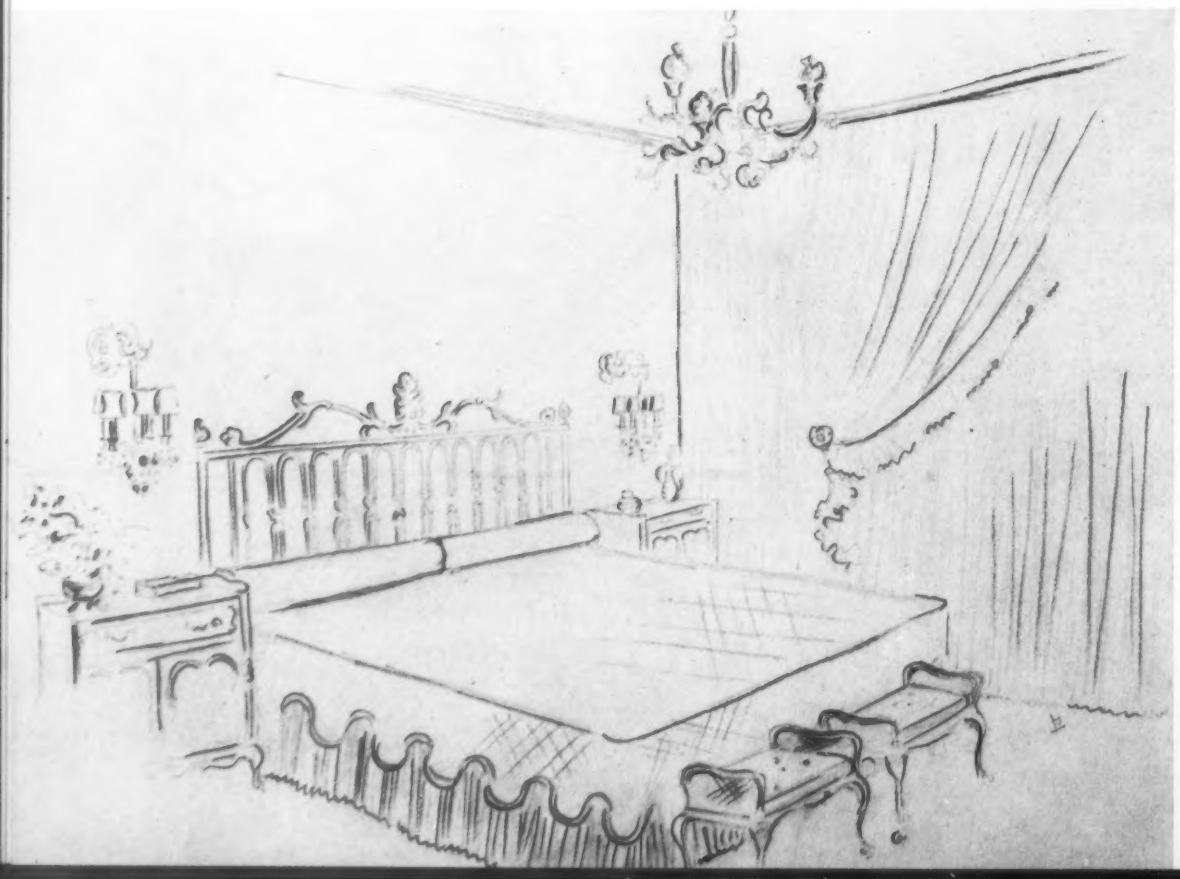
Mae Weinberg
Brooklyn, New York

Miss Weinberg studied at the New York School of Interior Design, started her own firm of Mae Weinberg Interiors in 1949 designing residential interiors.

A brass bed by Gem Stone Arts is feature of this bedroom designed by Miss Weinberg who uses a soft apple green and pink color scheme. The bedspread and draperies of iridescent green silk taffeta were made by Lorraine Studio, walls are covered in pink shiki silk cloth from Fine Art Wallpaper, and the carpet from Federal Carpet Co. is apple green velvet. Other furniture, including double dresser, is from M. Mittman & Company; sconces and mirrors are from William Lyons; the antique bronze chandelier is from Artisan Lamp. One wall is designed as a wardrobe with curtains behind the grill paneling. Interior painting, Graining & Decorating Service.



BY LEE B. THOMAS
President, Thomas Industries Inc.
Manufacturers of Moe Lighting Fixtures

Lighting Fixture Ideas From Europe

Each year this country's manufacturers introduce and promote their new design trends in much the same way as in the women's fashion industry. The past few years have seen a growing trend to the "Scandinavian Look," or the "Italian Look," and so on. What is there about the design coming from Europe that makes this country's manufacturers adapt, sometimes even copy, European ideas?

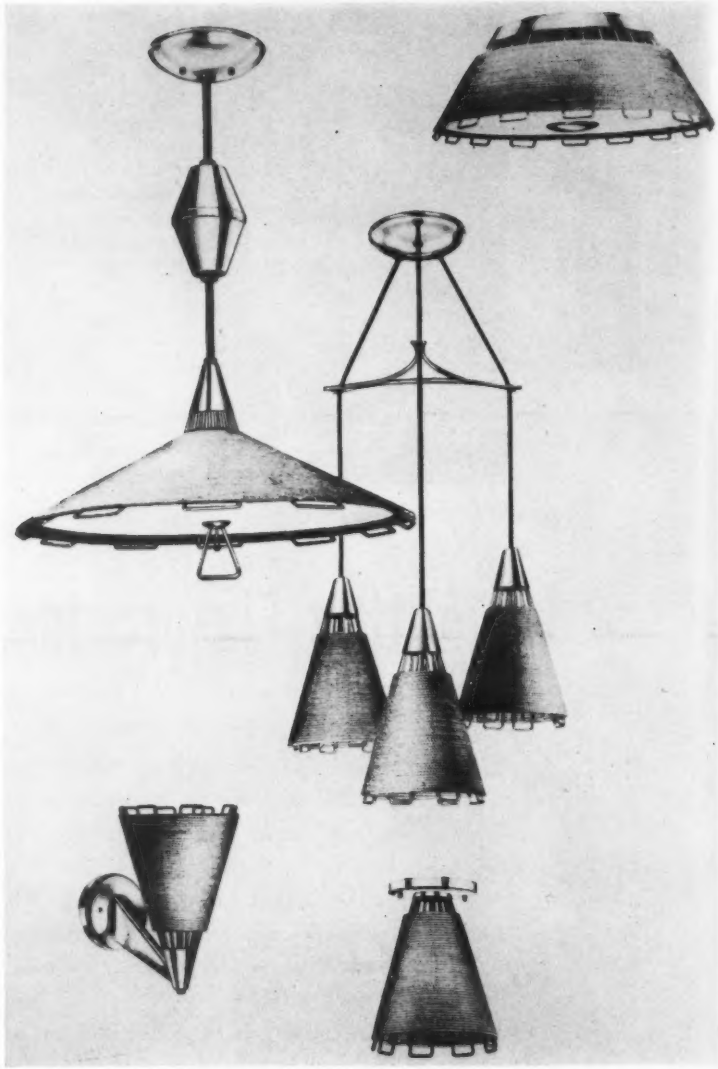
On my recent trip to Europe I was naturally primarily interested in European lighting fixture design. To understand the art of lighting fixture design in Europe it is necessary to understand the European and his environment.

In the Scandinavian countries, you find some of the best lighting fixtures, in terms of design, being produced today. The designers in these countries have tremendous freedom of expression as they aren't hampered by mass production restrictions. They are primarily designing for a limited market. It is not unusual to see lighting fixtures which require a tremendous amount of hand work. In some cases it would be almost impossible to duplicate these fixtures for a mass American market.

It is only natural that the Scandinavian countries should become leaders in lighting fixtures and furniture design. In these countries the days start later and, consequently, last longer. This means the Scandinavian is in his home more hours each day than most of his American counterparts. He doesn't have the number of outside activities that draw the American away from his home.

Therefore, he looks at his home with a most critical eye. New design, much of it exploratory, has naturally grown from this longer at-home exposure.

Lighting Fixture Ideas from Europe



Then, too, there is the simple fact that winter starts earlier in these countries which means more at-home hours per year than in most American communities.

Lighting has become a definite part of this desire for more pleasant, more livable surroundings. The Scandinavian looks to lighting fixtures as more than a way of illuminating his home, and has for many years. This is a growing trend in the United States, but is a fairly recent thing as far as the mass consumer market is concerned.

The influence of European design in furniture, art, dinnerware—to list but a few things—is in turn influencing the American consumer's attitude toward lighting. Today, in this country, the trend is away from a lighting fixture that stands out and calls attention to itself by design and ornamentation. The fixtures of today tend to blend with the room setting as an integral part of a well-planned, well-executed decorating scheme.

In this the European designers are leading the way, and I believe will continue to do so. Architect Victor Gruen and his wife, home fashions expert, Layette Van Houton, recently told a National Home Fashions League Luncheon that life for the European has three dimensions —his work, his home and his city. They went on to say that the American lacks a city environment consciously made to be enjoyed. They recalled the beauty of street furniture in Europe—benches, signs, flower pots, even trash cans.

Commenting on this, Miss Van Houton said: "I can't help but believe that a population constantly exposed to this kind of public design isn't going to be much more concerned and interested in the design of those objects that they purchase for their homes, not to say the homes themselves."

What I saw in Europe made me arrive at the same conclusion. I believe that European designs will continue to influence the lighting fixtures produced in this country for years to come.

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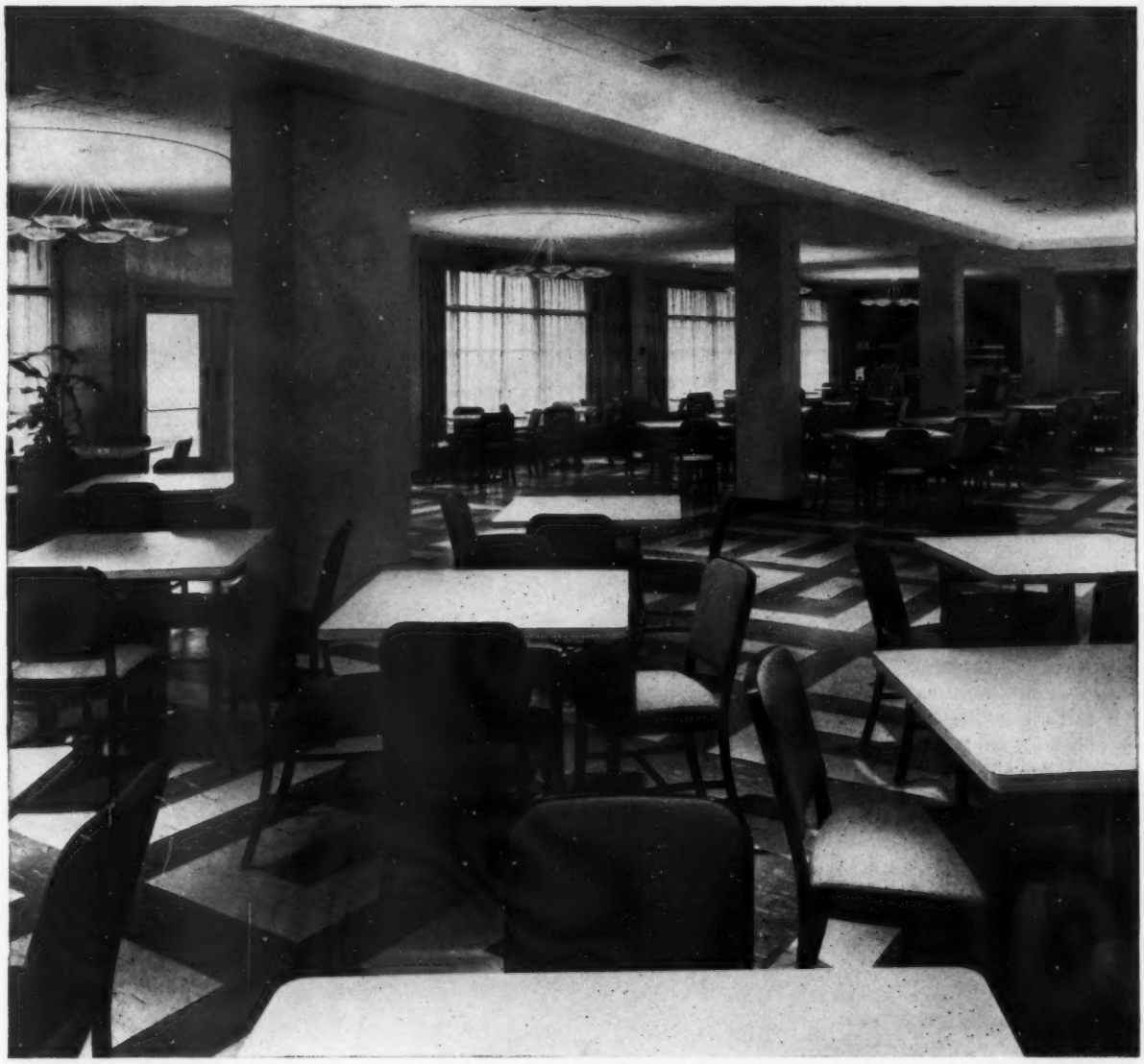

FURNITURE BY GENERAL FIREPROOFING UPHOLSTERED IN COL-O-VIN VINYL

Col-O-Vin covers the chairs in Standard-Vacuum's suburban restaurant

Joining the exodus from strenuous Manhattan, Standard-Vacuum employees today work relaxed in the pleasant surroundings of suburban Westchester. Consider the attractive company employees' restaurant. The decorators, Rodgers Associates, furnished it with an eye for color, a feel for comfort, and a practical regard for cleanliness.

For the sleek black anodized aluminum chairs they specified Col-O-Vin vinyl upholstery in a Munster pattern that can be, and often is, mistaken for linen.

The Col-O-Vin colors, coral and blue, harmonize restfully with the gray and yellow of the tables. Col-O-Vin's elastic backing and shape-holding tailoring qualities make for upholstery as easy on the seat as on the eyes. And the Col-O-Vin finish, scuff-proof, stain-proof, virtually wear-proof, can be sponged spotless as quickly as the Formica table tops.

Elastic Col-O-Vin is *in stock for immediate shipment* in a wide range of decorator colors and finishes. Whether you design furniture for luxury settings or workaday use, it can give you a competitive edge in sales appeal. For color swatches of elastic Col-O-Vin and name of your nearest distributor, write us.

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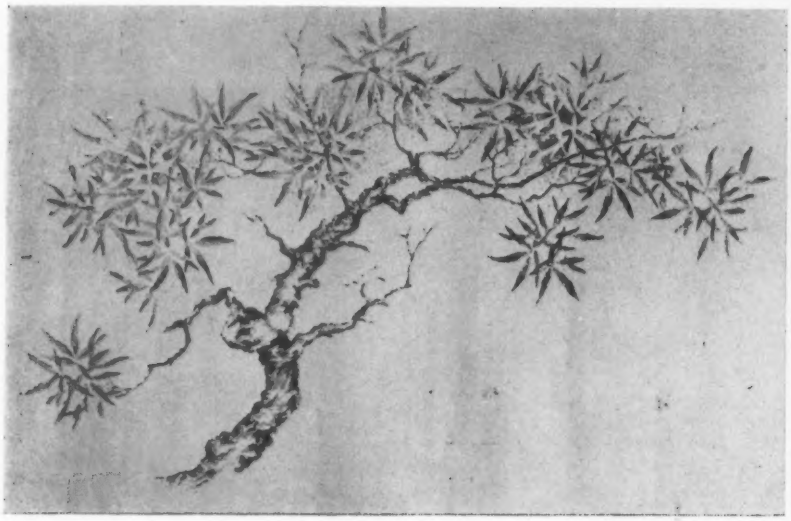
COL-O-VIN ®
vinyl upholstery

COLUMBUS COATED FABRICS CORPORATION, COLUMBUS 16, OHIO



Drifting

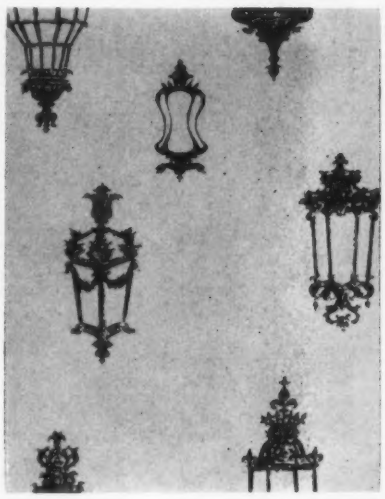
Market Spotlight

continued from page 58

Fabrics And Murals

A feature of the new line of drapery fabrics at Fine Art Wallpaper Co., 575 Madison Avenue, New York, which was introduced to the trade for the first time, is to make available a wide selection of fabrics which can be correlated with any of their 250 hand-screened wallpaper designs. The hand-prints, many of which can be flocked if so desired, are available in practically any color at no extra cost. European, Oriental and domestic ground qualities include silk, silk and Fortisan blends, batistes, percales, linens and burlaps. Shown is one of their new collection of hand-screened wallpaper scenics. *Drifting*, bears an Oriental brush stroke technique and is comprised of 3 panels, 7′ wide overall. The fourth related filler is 28″ wide, available on tapis cloth, grass cloth, silk or regulation grounds, any colorway.

Pomegranate



Lanterns

Handprinted Wallpapers

Gene McDonald at 601 Madison Avenue, New York, has produced a new collection of wallpaper designs which are notable for their uniquely creative design interpretations. A penchant for natural subjects is noted first in his impressions of birds, ranging from the highly abstract *Humming Birds* to the more literal versions called *Upland Birds*, and *Shore Birds*. *Sea Swirls* depicts a charming lacey version of sea and flowers. This is available in the softest of blues, coral and gold. *Pomegranate* is adapted from a 12th century Portuguese tapestry and has been reproduced in contemporary colors. An allover pattern of old and picturesque *Lanterns* comes in dramatic black on white. In addition to the papers, Mr. McDonald is introducing a line of correlated fabrics.

Shore Birds

The ***LAVERNE****s come to the* ***CHICAGO MERCHANDISE MART*** ***SPACE 6-162***

the better to serve you. You are cordially invited.

Proven design integrity in three related fields: fabric, wallpaper, furniture

LAVERNE *originals* ***NEW YORK:*** *160 East 57 Street, New York 22*

Market Spotlight

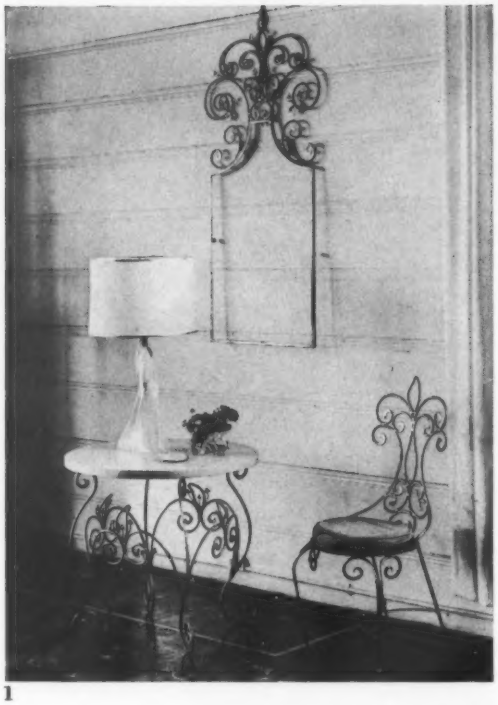
continued from page 112

1—Edna Rymal Cox of La Cienega Center has introduced a new line in wrought iron available in gold or silver leaf or any antique paint finish; in addition to the pieces shown here, the collection includes a loveseat, bench and several bed headboards.

2—Mosaic topped table with solid brass base is from group of five made by Pompeii Tables for Kneedler-Fauchere of Jackson Square.

3—New designs from Monteverdi-Young available at the Jackson Square showroom of Fred T. Durkee include upholstered swivel chair, and end table 22″ by 30″ by 22″ high with marble or wood top.

Continued on page 120



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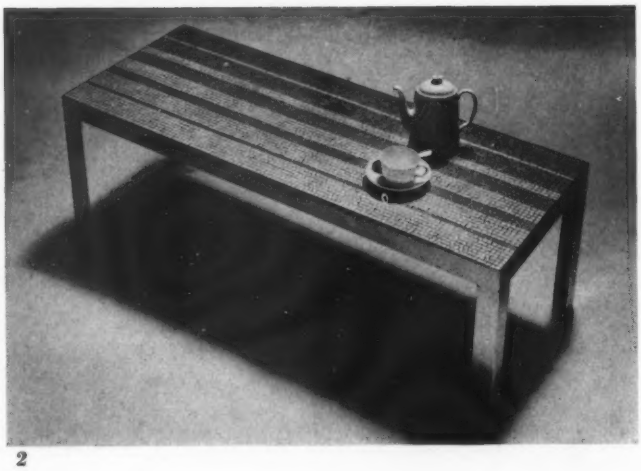

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3

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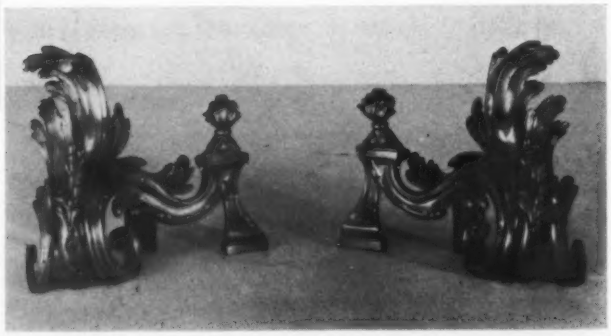
From a Recent Shipment

This Louis XV firescreen and the chenets have the qualities of design and workmanship that are becoming more and more difficult to find.

Photographs of individual pieces will gladly be sent, if you will indicate your requirements.



Edwin Jackson

159 EAST 54th STREET
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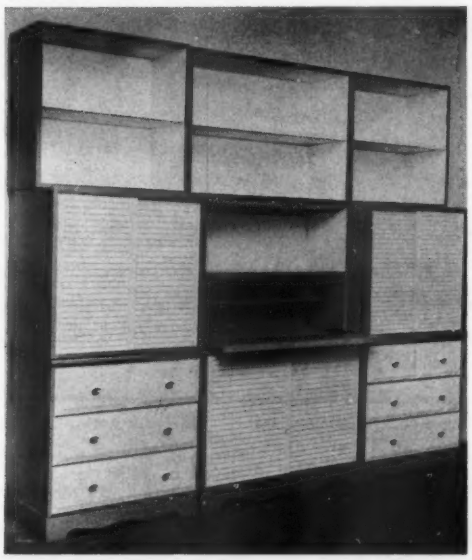
Fireplace specialists for four generations

Furniture: Painted or Unpainted

Decorators frequently have need for well-made, unpainted furniture, yet often are at a loss to know where to find it outside the department stores. For any who have encountered this difficulty, we suggest a trip to the Butler Lumber Company at 220 West 14th Street (between 7th and 8th Avenues) New York. Here, you will find more than fifteen different lines by various manufacturers, and an extensive collection designated as "Butler-Built" which is of the firm's own design and manufacture. Woods, for the most part, are clear or knotty pine, and the excellent construction completely belies the modest price tags.



There are pieces for practically any corner of the house from the kitchen to the bedroom, including such flexible designs as the nine-unit wall chests and cabinets shown here. Decorators, of course, are granted a discount, and can also avail themselves of numerous other services offered. The furniture can be painted or finished in Butler's own workrooms which are also equipped to carry out any special order designs. In addition to furniture, the showroom offers wood paneling including that manufactured by Roddis Plywood Corporation, folding doors, screens, moldings, shelves—in fact, practically anything which can be made of wood.

Room Full Of Panels

A room specifically designed to house their huge collection of fine handpainted murals and panels is in the making at Louis W. Bowen, 509 Madison Avenue, New York. In addition to row upon row of 18th Century panels imported from Japan, handscreened scenics in the French manner, or the more contemporary impressionistic drawings that the decorator will find here on display, a special consulting service has been arranged for further convenience. Thus any special colors or effects desired can be defined beforehand, to be translated ultimately by a mural artist to canvas.

Isabel Scott presents the "57 collection", an extensive selection of unusually fine drapery and upholstery fabrics.

Isabel Scott fabrics corp., 515 madison ave., n. y.

Chicago, DENST & SODERLUND • *San Francisco,* KEN KEENEY • *Los Angeles,* PAUL RICH • *Houston,* MAURICE MOORE • *Grand Rapids,* ARTHUR L. SHERA • *Atlanta,* THE ANNEX • *Boston,* ERNEST E. ROEBLING *Seattle,* EDWARD A. MURPHY

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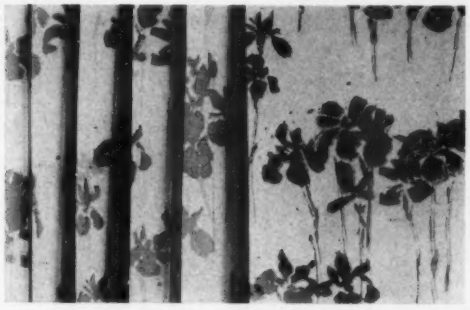
Walter's 400

D. N. & E. Walter & Company, long noted for their custom made carpets, have inaugurated a new division known as "Walter's 400" with a showroom at 498 Jackson Square, San Francisco, featuring an extensive line of drapery and upholstery fabrics. From the group of handprinted



designs, available on a variety of cloths, *Showers*, above, is offered in four colorways on angora, a blended mohair fabric, 50″ in width. There are several small-scale, all-over patterns appropriate for many types of settings: *Mystic*, for example, with tiny triangles on 50″ medium-weight linen; or *Yo-Yo* with neat rows of Y's enclosed in random circles. More traditional in feeling is a Danish linen import called *Pearly Gate* with a large block design printed in a manner reminiscent of a Chinese stone rubbing. *Day Dream*, shown below, is an amusing panel design printed on angora and sold in 3½ yard panels. In addition to the print collection there is an attractive group of plain fabrics. A catalog of the prints is available on request, and a book of 92 by 12 inch samples is priced at $50.00. In New York, the fabrics are available at Gene McDonald, 601 Madison Avenue.

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

Market Spotlight

continued from page 114

Shipment From Abroad

Blanche Leff, buyer of fine English and French imports at the Foreign Furniture Factors, Inc., 3 West 61st, New York, returned from a recent buying spree, with a Cheshire-like smile on her face. When we traipsed across town to view her precious hoard, we understood her self-satisfaction for she has managed to ferret out the unusual as well as the beautiful. The collection includes a handsome Biedermeier mahogany, pedestal dining table, beautifully detailed Regency chairs, a handsome Regency bookcabinet with draped silk stretched across smart brass grille doors, a handkerchief table of exceedingly delicate proportions, tray and octagon tables as well as select accessories and objets d'art. Shown is an unusual English corner wing chair, its ample proportions offset by a lack of superfluous detail in its upholstering. In addition to the selling of antiques and fine reproductions, much of the work of this firm is given over to the restoration of antiques. In the spacious workrooms are craftsmen, rarely found in today's accelerated world, who take individual concern and pride in restoring and turning out furniture which are works of art.

A New Modular Concept

The first floor showroom of the New York Furniture Exhibit Corp. at 451 Fourth Avenue, New York, is in the process of a new decorating job at this writing. To create a suitable setting for the new Maddox Uni-Tier Group of modular furniture and the upholstered seating units of Shearman Brothers, Frank Hempsel uses soft, greyed hues with walnut paneling, to best set off the richness and beauty of the individual pieces. The Uni-Tier group is a new concept in furniture selection and home planning. It includes over 90 original pieces for use in living, dining and bedroom areas. The idea is to select your basic needs and to gradually build upon it piece by piece as your needs increase, making possible more than 300, creative combinations. Italian Provincial in design, they are available in handrubbed cherry or rich mahogany, and accented by gleaming brass pulls, and moldings. Choices of louvered doors, drawer units, brass grill doors, simple wood panels or open drawer compartments are offered as well. This is really an exceptional group for the moderate prices asked. Shown is just one of the possibilities of this versatile group. And combined with the Maddox pieces, the Shearman upholstered units show up to excellent advantage. They are designed specifically for today's living, no matter what their derivation and combine excellent workmanship and fine taste. Such advertised firms as Jamestown Lounge, Bucks County Furniture, Heywood-Wakefield and many others are also part of the N.Y. Furniture Exhibit Corp. big furniture story.

Entrance to the biggest showing on earth...

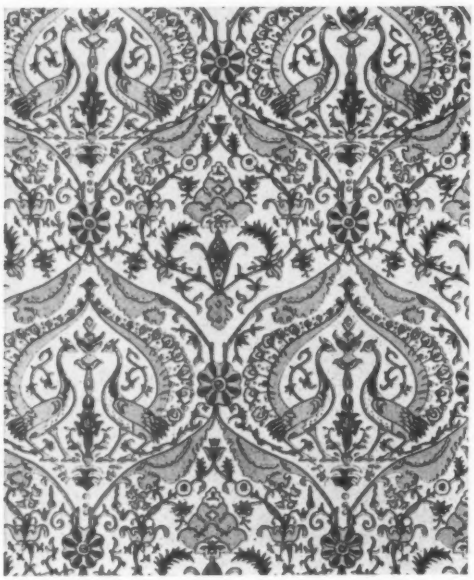
Flanking more than 7 miles of display corridors, you'll find the showrooms of America's best-known manufacturers . . . offering the lines that dominate every category of the home furnishings field—names that mean more value to your customers and more sales potential for you. When you attend The International Home Furnishings Market in The Merchandise Mart, January 7-18, you can do all your buying in comfort under one roof . . . where successful retailing starts.

The Merchandise Mart

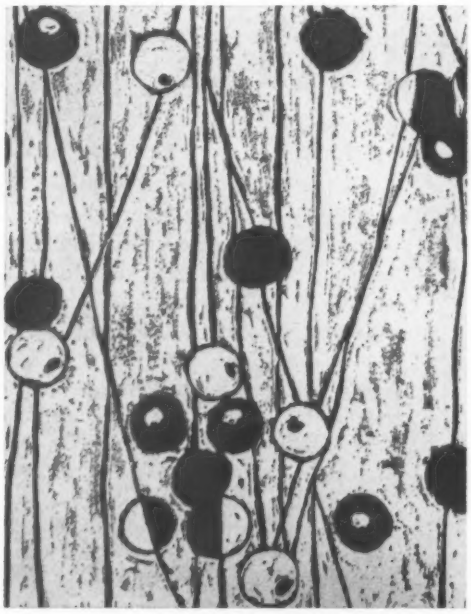
Free buses • 35 Elevators • Restaurants • Shops
Every service for your convenience

New Fabric Collection

The extensive new collection of fabric designs at Decorative Fabrics, 13 East 53rd Street, New York, covers a wide design gamut, including an excellent group of prints; a line of antique satins and cottons in a wide range of solid colors appropriate for use as slipcover material; and a wealth of upholstery fabrics comprising brocades, brocatelles, embroidered linens, tweeds, stripes



and plaids. Design inspiration is just as variable as shown by the following; *Bibi,* with its Oriental feeling comes in multicolors, ranging from rich jewel tones to softly muted shades, in 100% cotton, while its contrast *Pepper-Berries,* is a playful abstract design in cotton and rayon, comes in mustard, russet, black, and rich green, all on a natural ground.



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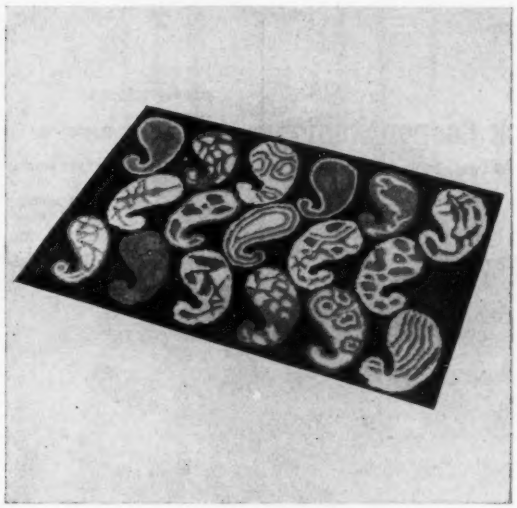
Designed by Walter Dorwin Teague Associates.

ORSENIGO CO. INC.

6-171 THE MERCHANDISE MART



Roy Williams hand made wool carpet designed by Glenn Boyles

Custom designed carpets, any size, any color.

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Imported desk No. 3033 in oiled teak. 24" x 39" with sliding drawer unit for left and right position; opens to 60" work surface.

design international

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One of a series from America's finest collection of modern and traditional lamp designs. Write for catalog B on your professional letterhead. Shown here is Lamp No. 8003

Frederick Cooper Studios

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Unusual Lighting Fixtures

To walk through the workrooms of City Knickerbocker at 781 Eighth Avenue, New York, is like pushing back a beaded curtain of time to step into the elaborate gaslight era. Here, filling every conceivable inch of space is a potpourri of the highly unusual in lighting fixtures. The firm, in existence since 1912, is a kind of landmark to the theatrical trade, having furnished them with lighting from the early "Ziegfeld Follies" to the current "My Fair

Continued on page 126

CREDENZA—BUFFET

Exquisite provincial styling. Available in mahogany or fruitwood finish or any other wood and finish desired.

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Manufacturers and distributors of household and institutional furniture.

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300 E. 54th St. (at 2nd Ave.) N. Y. C.
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from *Williamsburg Restoration* . . . .

this newest Williamsburg Reproduction has many uses. Closed, this Mahogany flap-top table is a serving piece or console . . . open, it fits comfortably over a chair for writing, reading, tray-dining or gaming.

CW 141 *table*
28½" high, 36" wide,
12" deep...open 24" deep

KITTINGER *company, inc.*

Exclusive Makers of Williamsburg Restoration Furniture Reproductions

Showrooms: At the factory, BUFFALO • NEW YORK • CHICAGO • BOSTON • DALLAS • LOS ANGELES • SAN FRANCISCO

Lazyback pillows are so high styled, so carefully crafted and they sell so well, so profitably. A myriad of sizes from miniatures to giant floor cushions; zipper covers with separate forms of foam rubber, Dacron or down; innumerable sales aids including display fixtures, mats and swatches. Continuous national advertising has made Lazyback the only name in decorative pillows that customers know and ask for.

If you want the lowest price*, better look elsewhere. If you want pillows you will be proud to sell, pillows that will build traffic with satisfied customers, then order Lazyback right away. For swatch folios send $2.00 — refunded with initial order.

*Lazyback pillows retail from $3.95 to $75.00.

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fine art wall paper co. 575 Madison Avenue, New York 22, N.Y.
PL 3-7513 Your most complete source for wallpapers

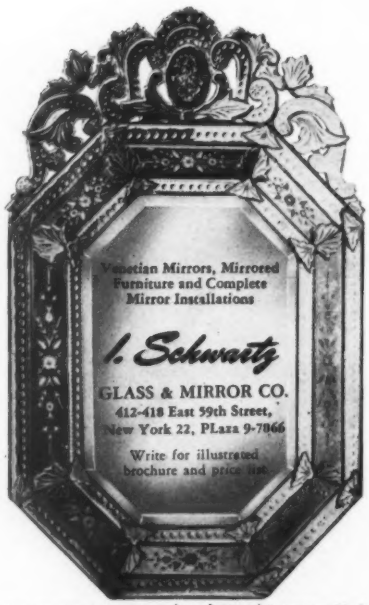
MARKET, *continued from page 124*

Lady." Many of the fixtures are originals, procured from sources like the Museum of The City Of New York. Others have been salvaged from old-time residences. The gas and electric combination shown is one of their interesting collection of chandeliers, made during the introduction of electric lighting; note the serpentine arms, and fine filagree work in bronze with a 26" spread. Others include a pendulous chandelier of magnificent Tiffany colored glass, and one with a more noble spread of blue Bristol glass, enhanced by crystal drops. An ingenious Victorian chandelier in an intricate composition of cast iron and brass has a pulley device which can lower the central lighting unit as much as six feet. In addition to the chandeliers is a vast assortment of wrought iron lanterns; candelabra in bronze, crystal and brass; and wrought iron torchères.

Floor Coverings

Decorators are attracted to Wershals Carpet Co., 1 E. 54th Street, New York, for a number of reasons. High on the list is the fact that Mr. Wershals has created the congenial type of atmosphere where the decorator feels free to bring his client for consultation and advice on any problem, technical or esthetic, bearing on his choice, installation and maintenance of carpeting. A composite of flooring materials, both hard and soft, representing many of the prominent manufacturers across the United

Continued on page 129



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..by Tropi-cal. Authentic designs hand painted in British Hong Kong on fine silk wall paper. Five panels give total width of 150", height of 120"...matching background paper is available. Choose from 4 original designs.

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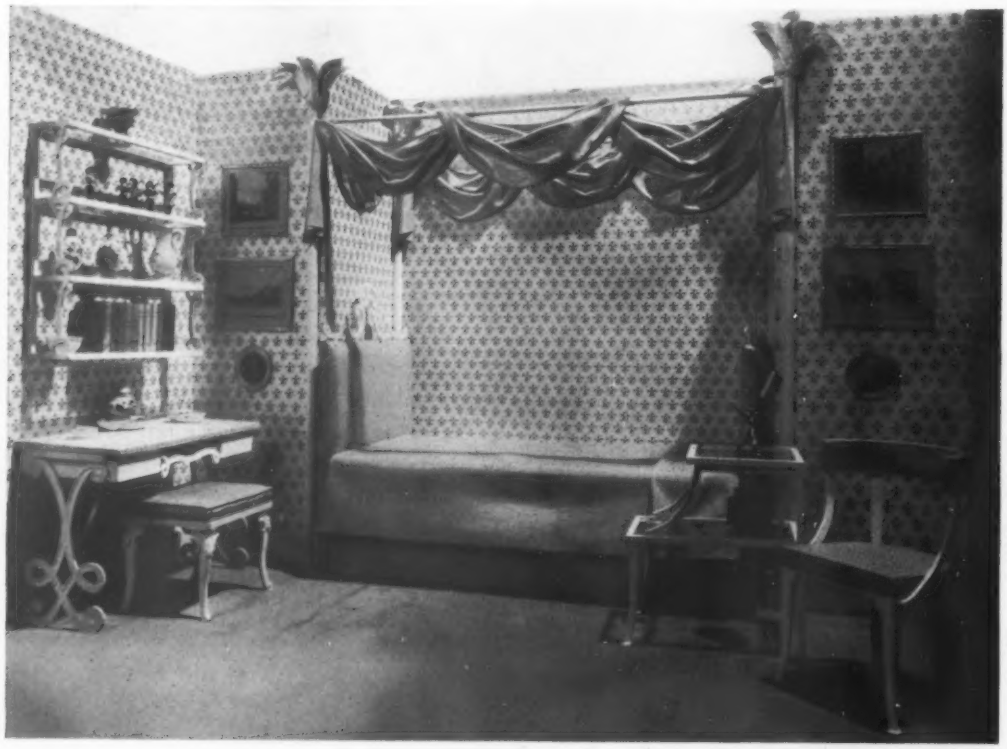
As the poet says,

"There's always room for beauty"

A picture window setting, a low table and this smart, modern Rembrandt—how beautifully this combination expresses the Low Table-Tall Lamp trend now gaining momentum in American homes.

Base finished in brushed brass with porcelain insert in speckled white. Shade is white Venezuelan fortisan over fiberglas with wide, white-and-gold braid. Height, 50".

Rembrandt Lamps
Masterpieces



We invite you to visit our exhibition of miniature gardens, terraces and room settings.

catalog on request

ALUMINUM FURNITURE *by Sandfort, Inc.*

127 EAST 60TH STREET • NEW YORK 22, NEW YORK • TE 8-7943

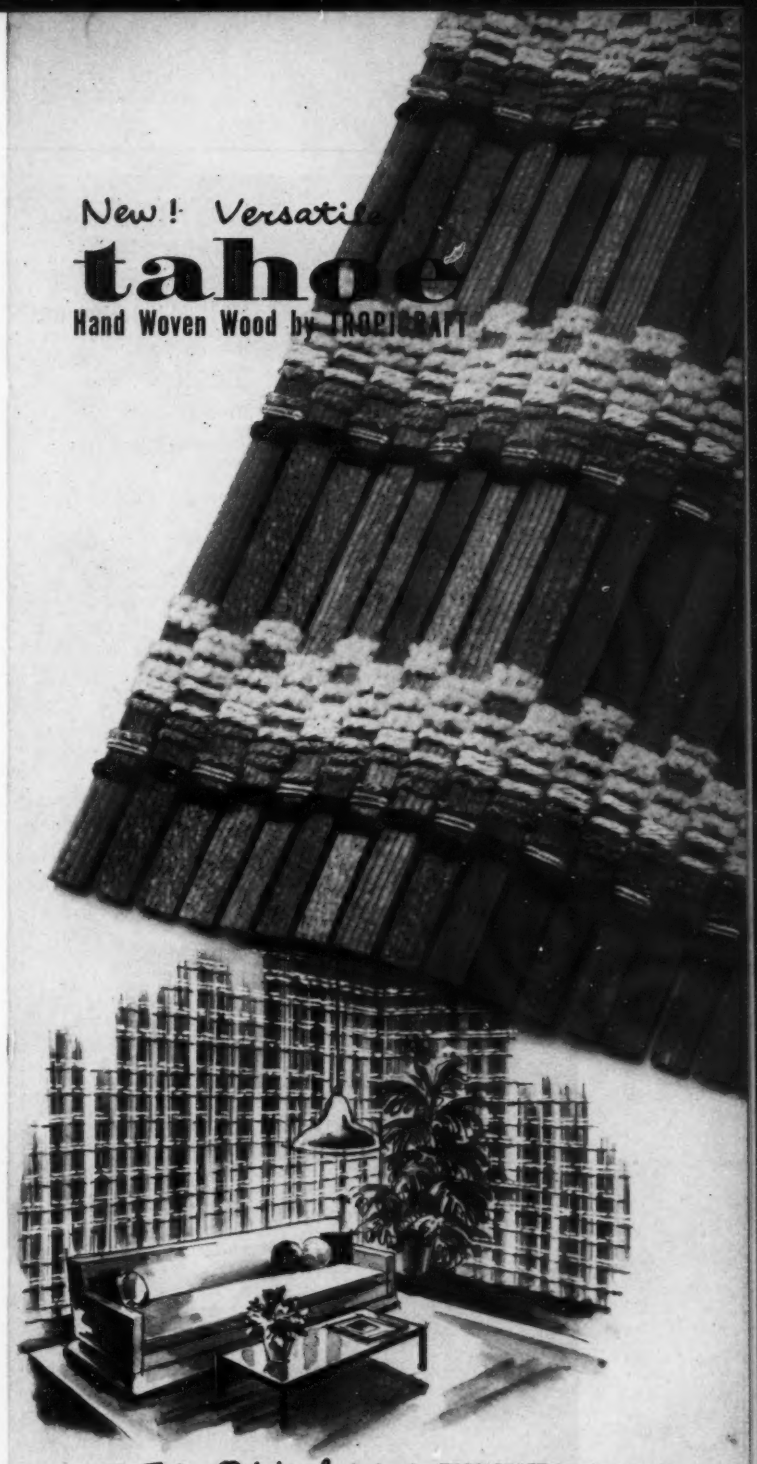
MARKET, *continued from page 126*

States are here in colorful array. They range from the serenely simple patternless qualities so wonderfully effective as background in any decor to the ornate carved patterns found in a more formal scheme. The color picture is as versatile. We find flashes of rich, pure color at the one end of the carpet spectrum, gradually shading down to more muted greiges, taupes and beiges ending on a subtle "no color" note. From shaggy tweeds to the velvety smoothness of elegant broadloom, sometimes highlighted by a glitter of Lurex, you will find all manner of textures here as well. And to complete the flooring gamut is a full complement of the latest designs in rubber, vinyl and asphalt tile.

New Lighting Center

The Arco "Lighting Center" at 201 E. 42nd Street, New York, is a kind of lighting clinic with a staff of specialists and engineers headed by Harry Gitlin who will advise and direct you on your ultimate choice, giving careful consideration to the functional and esthetic requirements of the interior. Besides a complete line of commercial, residential and industrial fixtures, both incandescent and fluorescent, several interesting innovations have been instituted for the convenience of the designer. You will find a testing area for color matching where individually

Continued on page 130



This Original design by TROPICRAFT hand weavers answers the need for a modestly priced, versatile and beautiful Woven Wood fabric. Custom woven of select 3/8" wooden slats and textured yarns accented with shimmering metallics. TAHOE is a regal complement to traditional and contemporary interiors. Capture the lasting beauty of California's High Sierra country with New TAHOE Hand Woven Draperies, Shades, Movable Walls and Floor Screens—companion design to Guild Gold Foam, Cliff House, Pebble Beach, Telegraph Hill and other outstanding TROPICRAFT Originals.

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Dinard . . . what wonderful decorating effects may be achieved with this enchanting fabric . . . its design taken from a beautiful old document. One of the newest additions to the notable DIAMENT COLLECTION . . . Dinard comes in seven unusual and charming color combinations.

Order today a sample length with color line attached.

A. L. Diament & Co.
ESTABLISHED 1885

New York
34 E. 53rd St.

Philadelphia
P. O. Box 7437

MARKET, *continued from page 129*

switched incandescent and fluorescent lamps of varying colors can be mixed so that you may establish results on your fabric, paint and paper swatches. Still another area is designed with dimmer-controlled fixtures and light meter equipment where you can select your foot candle requirements through on-the-spot experimentation. In addition, special lighting problems are welcomed for custom built equipment using all the latest developments of lighting ingenuity is a specialty of the house. Shown is a chandelier with perforated polish brass shades, designed by Harry Gitlin, it has a drop of 36".

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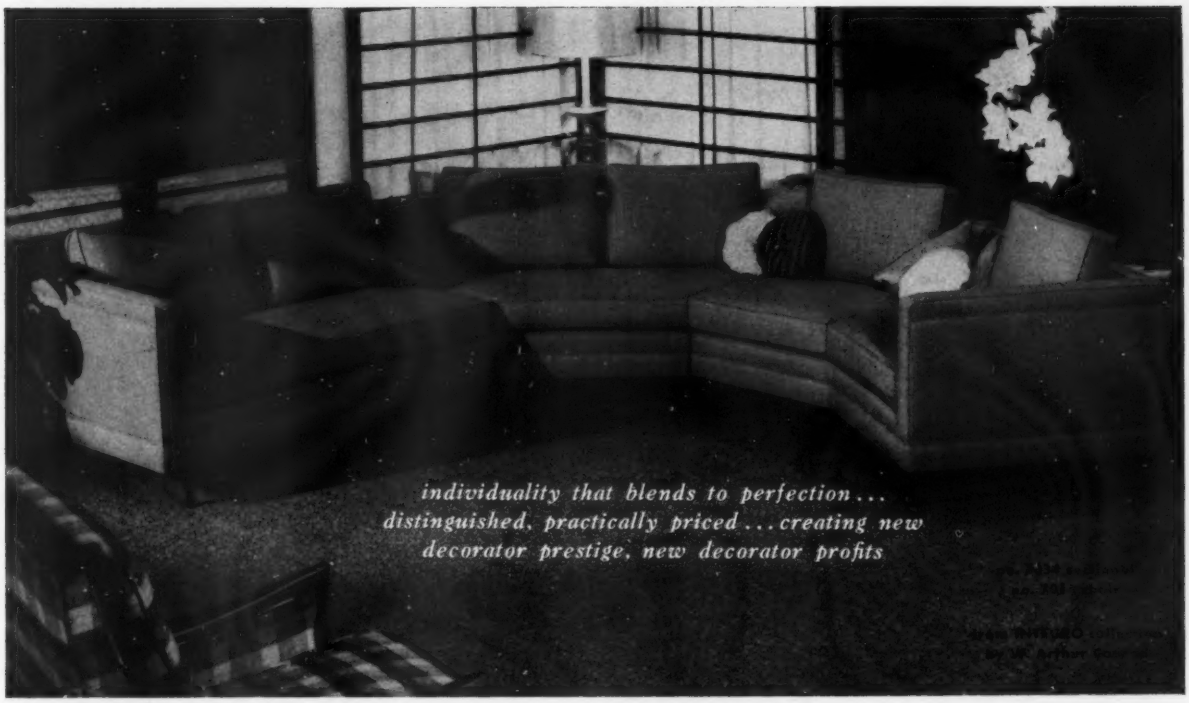

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painted shade
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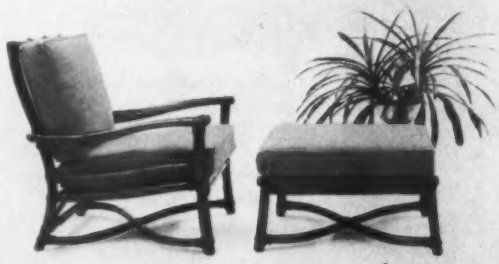
rawhide joins rattan
in a new high-backed lounge chair
designed by eleanor forbes



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DALLAS 650 DECORATIVE CENTER
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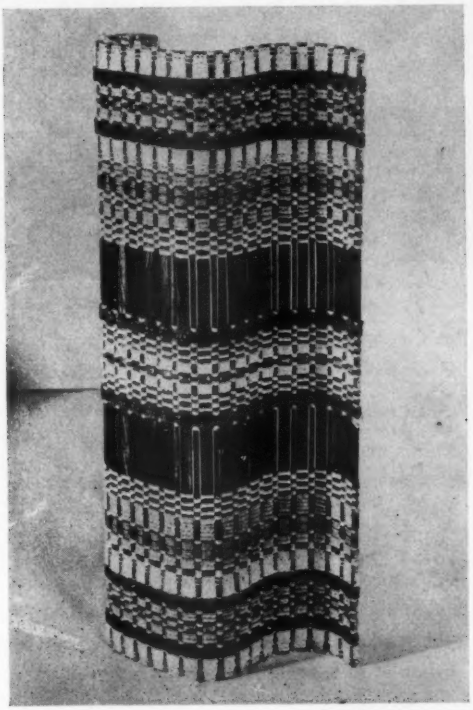
New Collection of Woven Wood Fabrics

The American Bamboo Corporation, manufacturers of folding doors and bamboo window materials, has introduced a collection of woven wood fabrics. A new divi-



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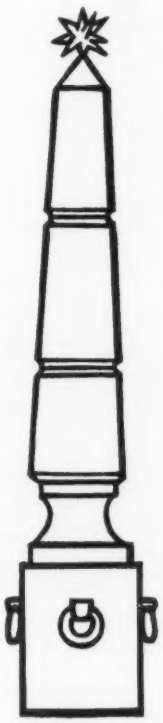

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PH 456

MARKET, *continued from page 133*

sion of the firm called "Wovynwood" has been formed to produce the material in three lines: stock roll goods, custom stock and custom. The two custom lines will be of particular interest to decorators who can select from a group of colorful weaves and woods or have materials loomed to any specifications according to color, fabric, texture or wood. The example shown here is woven of cottons, bouclés, rayons and gold metallic threads on walnut-stained bamboo staves. It is available in a variety of designs and color combinations. Inquiries should be addressed to the American Bamboo Corporation, 171-06 Jamaica Avenue, Jamaica, New York.

Congoleum-Nairn Exhibit

To provide designers with the most up-to-date information on resilient floors and walls, the Gold Seal Division of Congoleum-Nairn, Inc. has established a permanent exhibit in the Architect Sample Corporation, 101 Park Avenue, New York.

Woven Leather

The Fabric Leather Corporation, 16 West 32nd Street, known to decorators as distributors of Du Pont's Fabrilite, has issued a collection of woven upholstery and drapery fabrics. The line includes twenty-one patterns in extensive color ranges, all in stock for immediate delivery.

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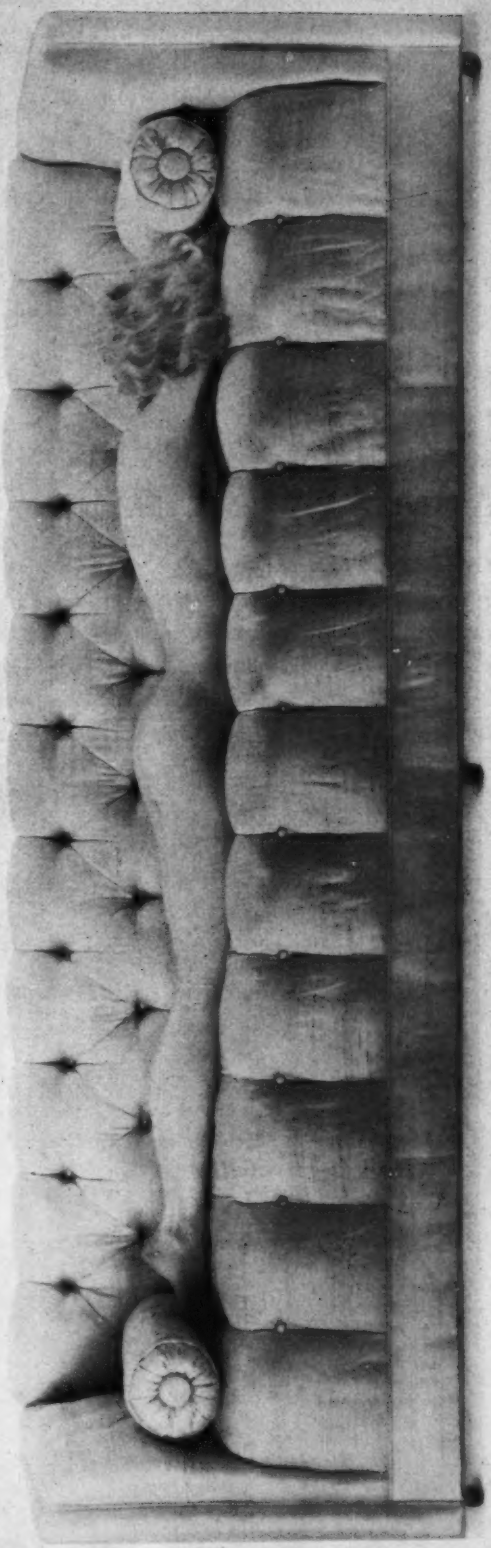

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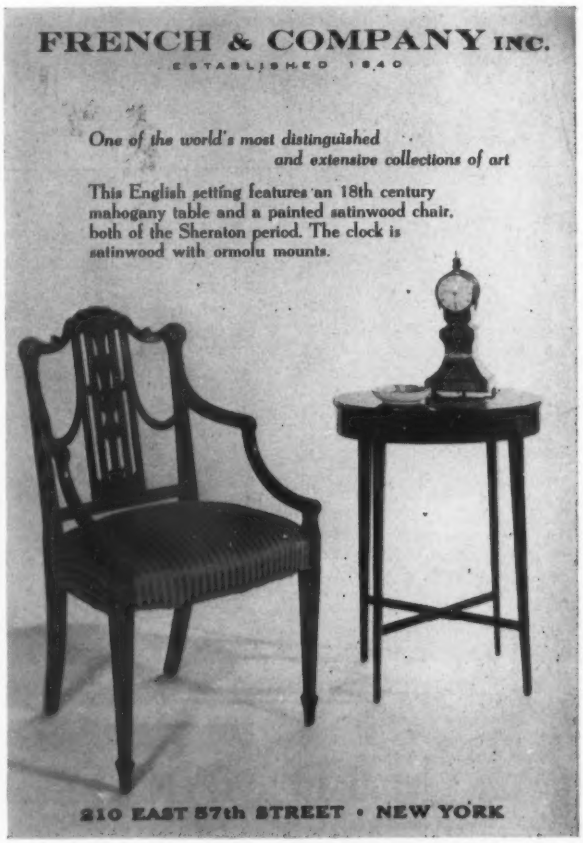
Illustrated: One of our Tailor Made sofas (you style it to suit you!) and a lovely buffet from our Gatineau series.

Flexibility Keynotes Store Display

The dramatic new marble and glass facade one sees at Georg Jensen, 667 Fifth Avenue, New York, represents the culmination of an ambitious remodeling program which has been developing throughout the store for the past two years. To those of us who recall the old provincial interior, the main floor should prove a startling surprise. Against a stark white background, Danish designer Finn Juhl has provided for a flexible network of display panels, skillfully engineered to cope with problems of modern display. Accent lights, which can be moved about at will to emphasize different display points, are snapped on to an overhead grill work of teakwood, which in turn is carried by metal straps from the ceiling. Attached to metal uprights are panels of swamp oak, teakwood, and Japan bast. Merchandise is displayed against the panels on shelves set on brackets in the metal uprights. The panels, which can also be covered with fabric if a color accent is desired, may be moved about at will.

New Drulane Plant

To handle the increasing demand for the Drulane Collection, a new plant has been built at Mountain View, N. J. with equipment constructed specifically for the unique processes of Drulane fabrication. Included in the Drulane collection are lamps, placemats, baskets, screens, scrolls created by hand-lamination.



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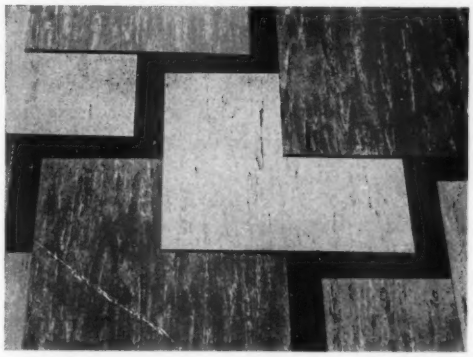
Micromatic Veining

The Azrock Products Division of Uvalde Rock Asphalt Company has announced the introduction of a new "Micromatic Veining" in its Vina-Lux vinyl-asbestos tile line. An examination of the photograph showing tile made by this new process indicates the difference from ordinary marbleizing, for the tile has a delicacy and uniform distribution of pattern. In spite of the costly appearance, however, it will sell at no additional cost. The process, which is the result of several years of development at Azrock's Houston plant, in no way alters the desirable characteristics of Vina-Lux—its light colors, resistance to grease and common acids, and simplicity of maintenance. Tiles made with the new process are available in twenty-one colors, 9" by 9" size, 1/8" thick.



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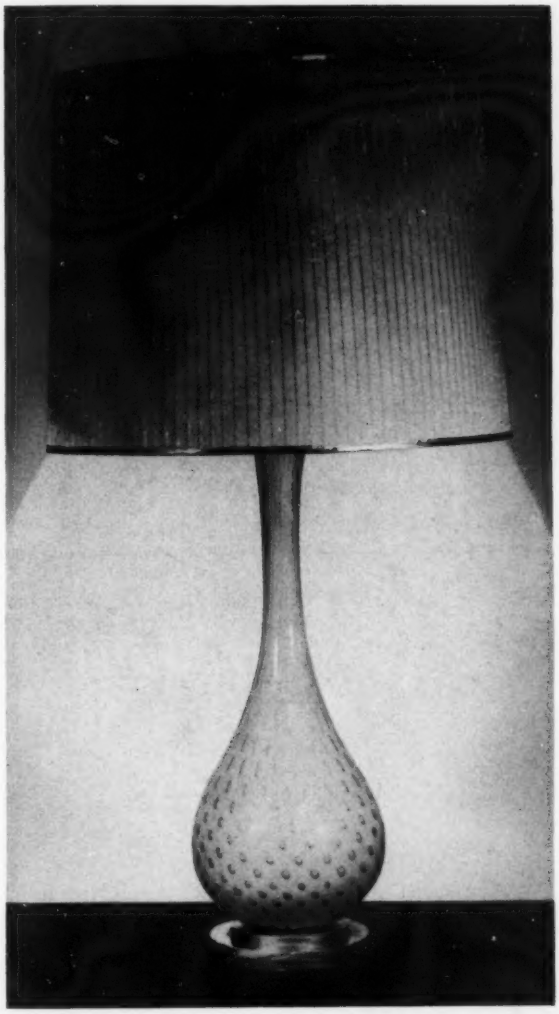

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TRADE NOTES

National Hotel Exposition

From November 12th through November 16th the largest National Hotel Exposition in its forty-one year history was held at the New York Coliseum. Sponsored by the New York State Hotel Association and the Hotel Association of New York City, Inc., the exposition presented more than 700 exhibits offering a wealth of ideas in furnishings, equipment and foods for hotel use. One of the highlights of the exhibition was a new Mahony Motel, the first plant manufactured portable motel ever built. The interiors of the two rooms in the motel were designed in cooperation with Karl Steinhauser, Consultant Decorator to the Simmons Company. In furniture and furnishings, emphasis was on ease of maintenance with many notable examples of washable vinyl used for upholstery, table tops finished in alcohol stain and cigarette burn resistant materials. Beds which convert to couches for dual use were also in considerable evidence. An interesting solution to the television problem in hotel and motels was offered by one firm which manufactures a unit combining a dresser or desk with a television set.

New Showroom

Design Previews, Inc., has opened a new showroom for American and imported furniture at 600 Madison Avenue, New York.

Fine Fabrics
for Interiors

Sf Stephen Fridek Fabrics, Inc.
28 E. 55th ST., N. Y. 22
PL 8-0365
PL 3-3140

Shown by:
L. S. Walworth Co., 325 N. Wells St., Chicago
Jane Ellis, 714 N. La Cienega Blvd., Los Angeles
Roby Fabrics Corp., 1355 Market St., San Francisco

MAKE YOUR CONTRACT JOBS
SPARKLE WITH COLOR . . .
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IS THE DIFFERENCE

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BURLINGTON, N. J.

Showroom:
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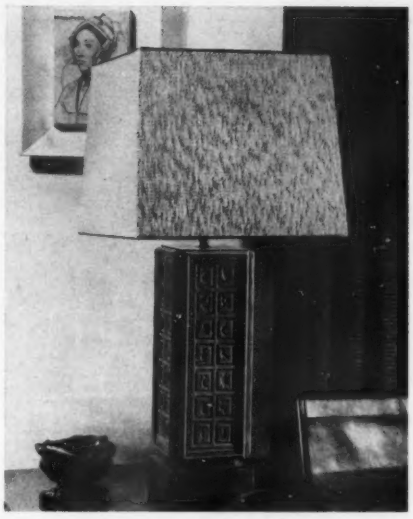
PLaza 3-8070

Museum of Modern Art
Award Winner "Textiles U.S.A."—

ALMCO



TR 717—Antique Pine
HEIGHT - 35½"

ART LAMP CORPORATION
1322 South Wabash Ave., Chicago

1262 Mdse. Mart
Chicago, Illinois

50 E. 53rd St.
New York, N. Y.

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plaza 1-2536

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FURNITURE MART OF MIAMI

L. Jones & Co., Inc.

CARPETS

specially designed for America's leading decorators to meet any requirements, whether hand woven, chenille, imported or domestic carpets from America's foremost mills.

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SAMPLES AND INFORMATION GLADLY SENT ON REQUEST
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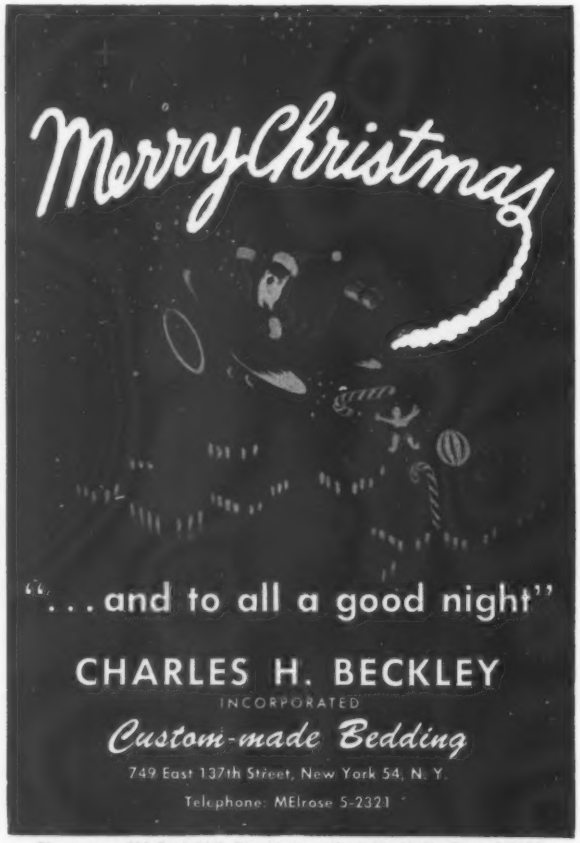
Phone: PLaza 5-4900.

Hobe Erwin Editions
In Wallpapers

"Wildflowers"

Jones and Erwin, Inc.

15 East 57th Street *New York, N. Y.*



Showroom: 201 East 56th Street, New York 22, N. Y. PLaza 9-8450

Deck the halls with boughs of holly 'tis the season to be jolly . . . Deck the halls with boughs of holly 'tis the

Deck the halls with boughs of holly 'tis the season to be jolly . . . Deck the halls with boughs of holly 'tis the

DAVID WEISS, *Importers* wholesale only

863 third avenue · new york 22, n. y.

The Hargri Building

Seven years ago, Eugene Negri and Arthur Harris opened a small space in the Chicago Merchandise Mart for decorative accessories under the name of Hargri. The growth and success of the firm over the years has been so great that recently they acquired an entire building to house their operation, and decorators will find it one of the most unusual showrooms in Chicago. Accessories, lamps and furniture from more than twenty manufacturers are displayed in the huge showroom building.

Designs from Israel

An exhibition of designs in hand-spun silver and brass by Israeli craftsmen is currently on view at Georg Jensen, Inc., 667 Fifth Avenue, New York. The display of designs marks their first appearance in the United States and they will be carried exclusively by Jensen's in New York. Featured: hand-spun, hollow silver coffee service, a free form sterling silver fruit bowl, sterling silver jewelry and an assortment of heavy brass candleholders.

Contract Fabrics Expands

Contract Fabrics, Inc., has acquired additional space at 175 East 87th Street, New York, for a showroom where they can display Fiberglas, linen and Fortisan fabrics. The showroom facilities are open to decorators by appointment only by calling J. J. Greever.

Authentic reproductions and adaptations of beautiful Early American designs, seasoned with our exclusive distressed hand-rubbed finish.

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Grand Haven, Michigan

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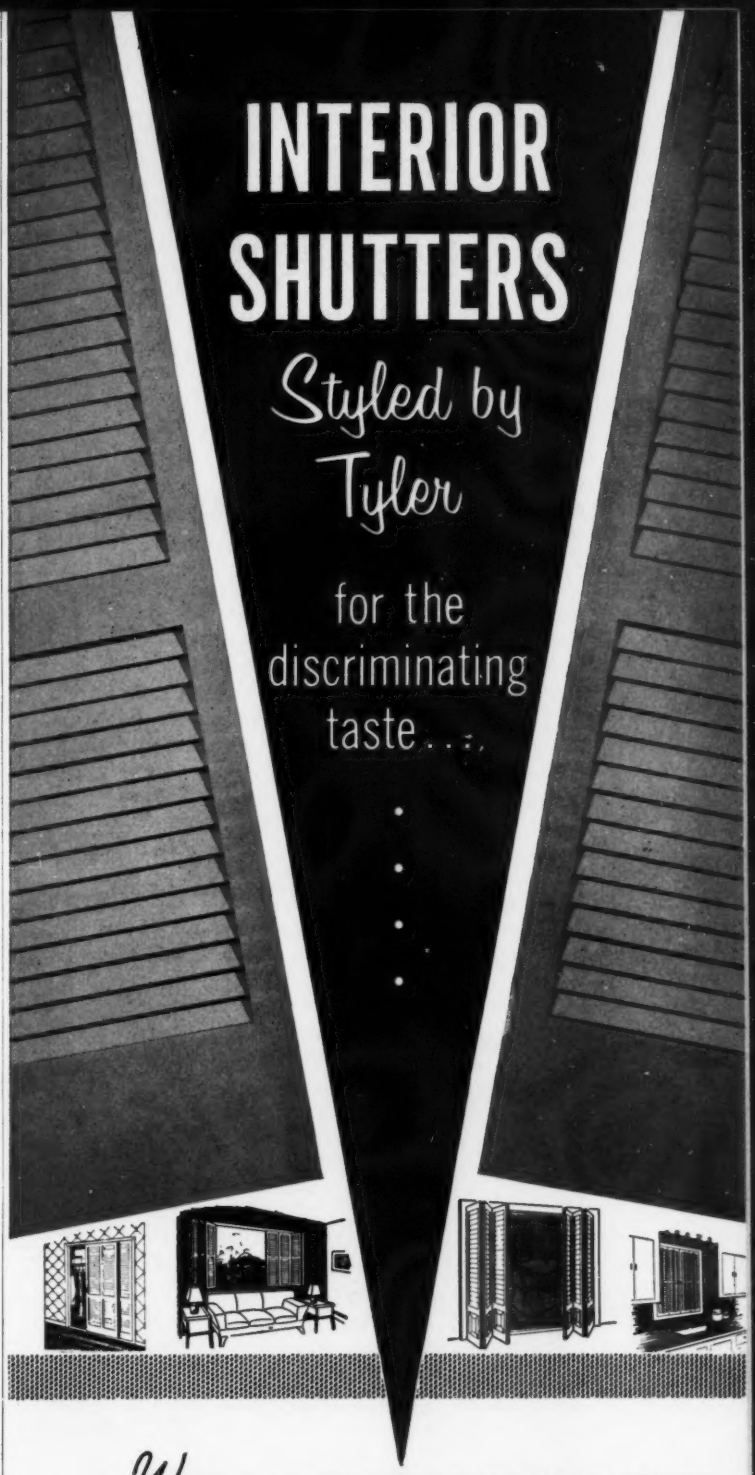
Styled by Tyler

for the discriminating taste . . .



WHATEVER THE DECOR, Tyler interior shutters and louver doors are ideal for accents at windows and doorways, and for decorative utility in closet and cabinet closures. Ventilation and light control are assured when louvers are used in windows and doors; louvered folding screens and partitions are easily maneuvered and add to the attractiveness of any room.

Decorators, designers, and distributors who deal with Tyler are realizing the advantages of a complete selection of louvered products from a reliable manufacturer. The Arthur F. Tyler Company was established in 1876.

Integrity, imagination, and fine materials are combined in the manufacture of Tyler louver doors, window blinds, exterior and interior shutters, and folding screens.

Write today for complete information on all Tyler products.

ARTHUR F. TYLER CO.

167 Hapgood St., Athol, Massachusetts

Market Spotlight

continued from page 120

1—Barcelona Court, part of Warner Company's new 1957 Sunburst collection of over 130 wallpaper patterns color styled by Binnie B. Wilson, all plastic sealed for washability, many with correlated fabrics.

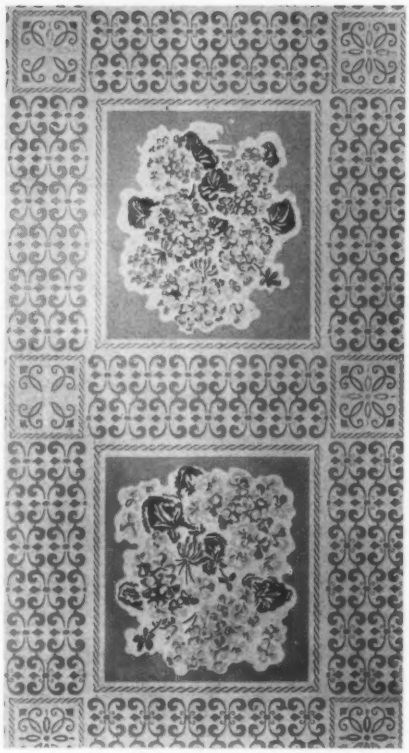
2—Jones & Erwin offers Rubrum Lilies, a bouquet of fresh flowers in soft multicolors on a spatter-pink, spatter-blue, spatter-white, spatter-greige and spatter-aqua ground, from latest collection of wallpapers.

3—From Louis Bowen, a hand screened floral wallpaper, Quelques Fleurs, in bold vivid tones of blue, green and mauve on white or silver; coral, gray, brown and green on white; deep rose, brown, gray and green on pink or silver; gold, yellow, coral and green on putty; gray and white on egg shell; coral, orange, pink and green on canary yellow.

4—Hacienda, a romantic scenic type of wallpaper from Lloyd's collection of English handprints, available in white, black and gray; tones of yellow and white; tones of aqua and green.

5—Railing paper with sunburst motif from Louis Bowen, available in mustard, gold metallic and charcoal on white; turquoise, gold metallic and charcoal on white; shades of beige, gold metallic on white; shades of green, gold metallic on white, shades of white, gray green gold metallic on off-white; gray, metallic gold on shiny black ground.

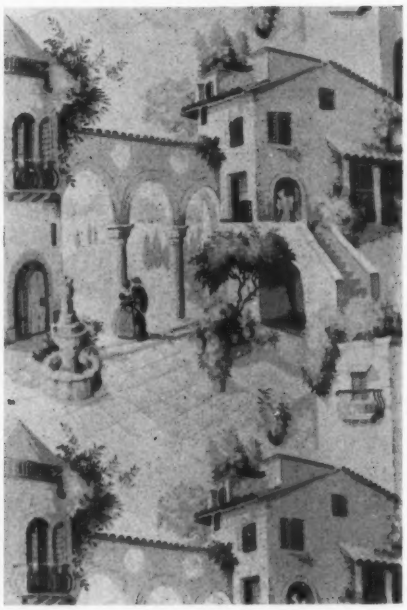
1



SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

2

3



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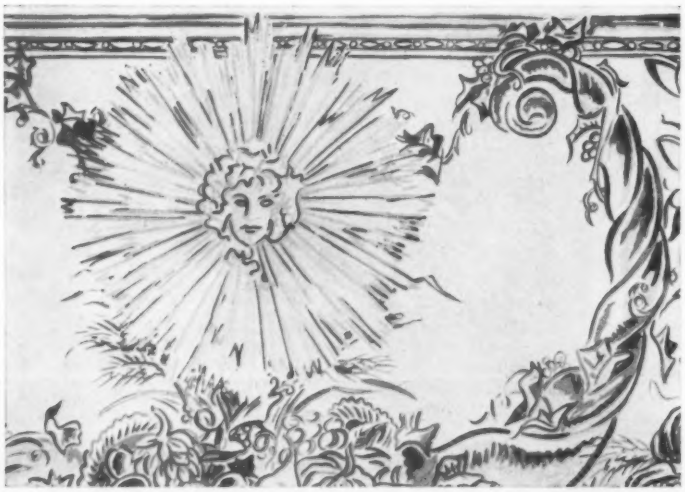

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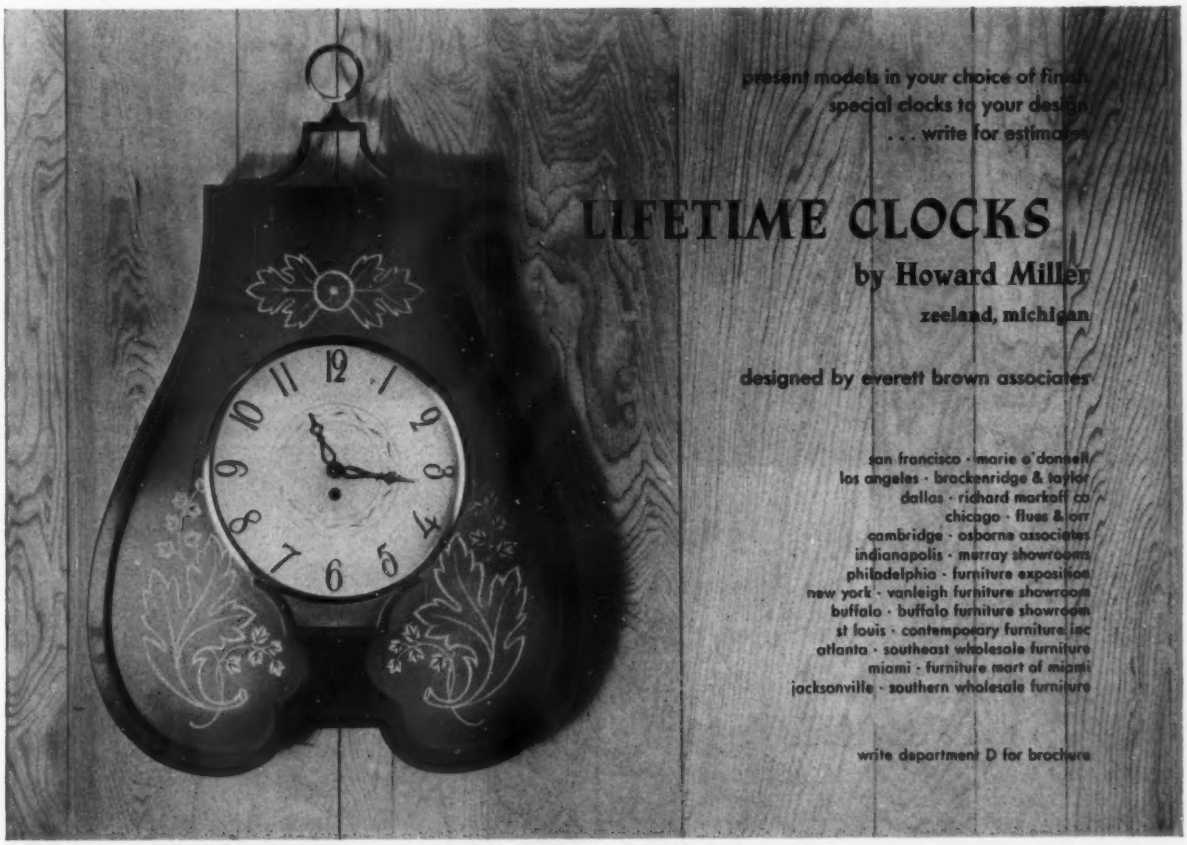

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cambridge · osborne associates
indianapolis · murray showrooms
philadelphia · furniture exposition
new york · vanleigh furniture showrooms
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with low relief carving
In silver gold, or all gold finish

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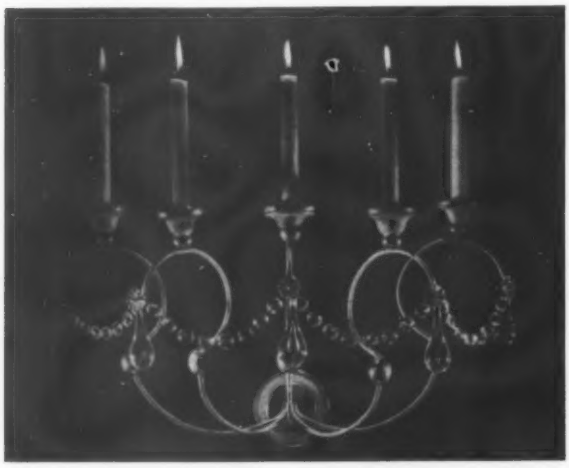
#1849 — O.A. 35" x 49"



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Trail Blazer Awards

The 1956 Trail Blazer awards of the National Home Fashions League will honor trends and ideas, rather than products, as they have in the past. The competition is open to all categories of ideas that introduced a trend in the home fashions field. Examples of trends in the past, not eligible for competition this year, are the Japanese house at the Museum of Modern Art, and "The King and I" for the introduction of unusual colors. A note to the League is sufficient, stating your idea of a "trend" that has been set by any project initiated between January 1, 1956, and December 1, 1956. Judging will be done by an anonymous group and announcement of the winners will be made in the Spring of 1957. Suggestions should be addressed to The Trail Blazer Committee, National Home Fashions League, 141 East 44th Street, New York. The deadline is December 3, 1956.

Blocksom's Model Room

As part of their continuing promotional program, Blocksom & Company, Michigan City, is offering a scale-model room for use on local television shows. The room is a combination living-dining area and combines traditional and contemporary furnishings. Featured are a sectional sofa and occasional chair that are cut away to illustrate the inside construction features of upholstered furniture using Paratex rubberized curled hair as a filler material.

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Ultimate
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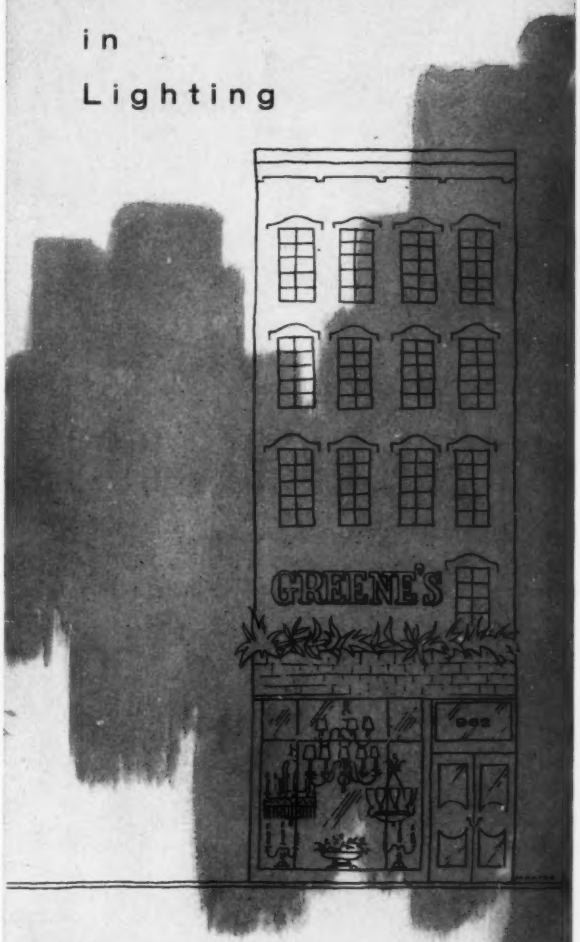
Lighting



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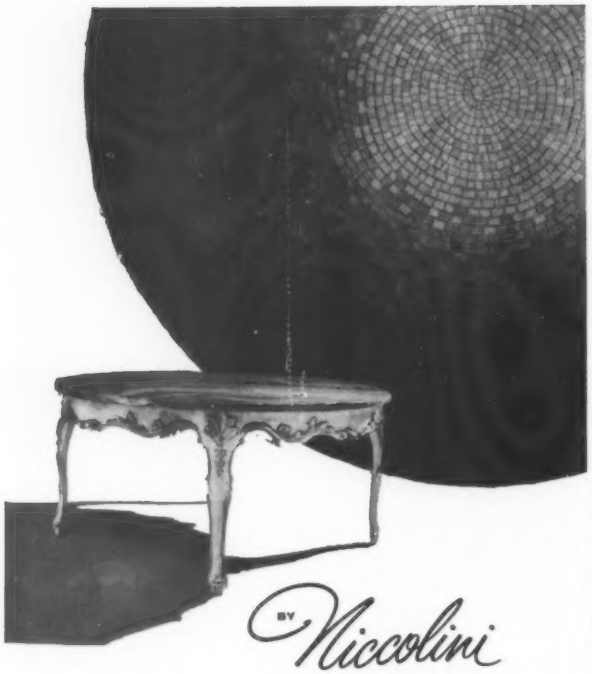

BY Niccolini

ITALIAN MARBLE MART

802 Third Ave., New York, N.Y. Between 49th and 50th Sts. MUrray Hill 8-3373

Leather Show

The annual Leather in Decoration Show will be presented in a permanent space this year at the Chicago Merchandise Mart according to Paul R. Copeland, Jr., executive vice president of The Upholstery Leather Group. A feature of each January furniture market, the show will open January 7th in the new quarters which include almost 3,000 square feet on the 15th floor of the Mart. William Pahlmann Associates will coordinate the leather show for the second successive year. Fourteen furniture manufacturers will present full-scale rooms designed by noted decorators and about 30 other manufacturers will show new individual pieces in leather. The show will again present designs selected by manufacturers from The Upholstery Leather Group's Design Competition.

Lamp Show Highlights

A new feature of the January New York Lamp and Home Furnishings Accessories Show will be a "Hi-Lite Room" in which each exhibitor's newest item will be shown. Each exhibitor's entry will be labeled with firm name, exhibit space number and suggested retail price so that the room will actually serve as a directory to the show. A hostess will be in attendance to answer questions. Time schedule for the show is: January 20th, Sunday, 12 noon to 6 PM; Monday, 9 AM to 9 PM; Tuesday,, Wednesday and Thursday, 9 AM to 6 PM; Friday, 9 AM to noon.

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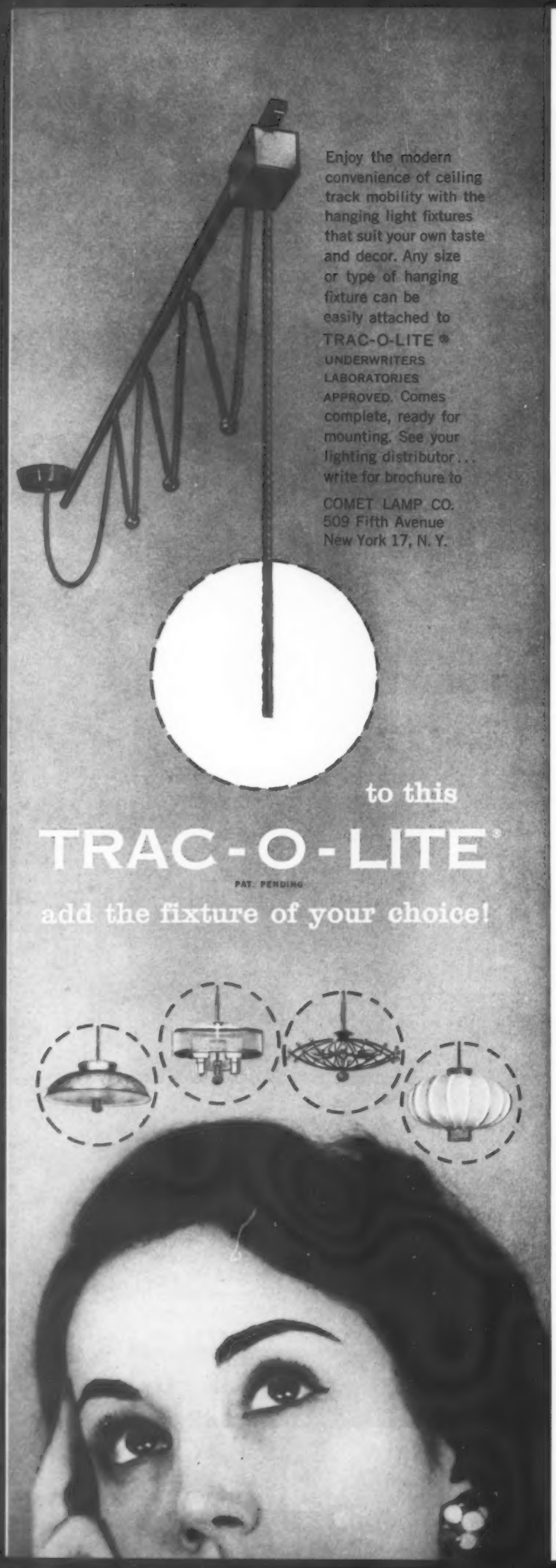


Manufacturers' Representatives

The Continental Metal Furniture Company is now represented in the Chicago area by L. S. Walworth & Company, Exhibitors Building, 325 North Wells Street.

* * *

The American Leather Manufacturing Company of Newark, N. J. has appointed Mr. Gene Segal as its Chicago representative. Samples and information are available in Chicago at 1440 North Clark Street.

* * *

The Grant Pulley & Hardware Corporation, 31-85 Whitestone Parkway, Flushing, New York and 944 Long Beach Avenue, Los Angeles, has appointed Fred R. Hill, 209 South State Street, Chicago as representative in the Midwest.

* * *

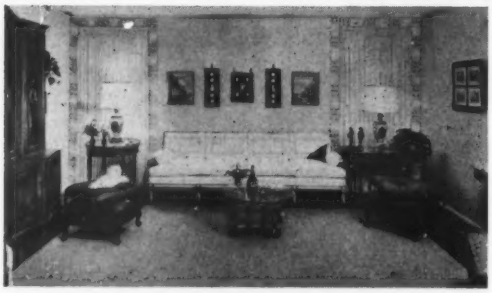
Robbins Floor Products, Inc., Tuscumbia, Alabama, has announced the appointment of Simms Distributors, Inc., 3500 West 11 Mile Road, Berkley, Michigan as a new distributor of their line of Lifetime Vinyl and Rubber flooring products.

* * *

Harberge Inc., a new company in the contemporary home furnishings field, has announced its first list of regional sales representatives: Vic Caron Associates in Illinois, Indiana and Michigan area; Sven Holberg in New England and New York State; Burton S. Klein in Los An-

Continued on page 152

THE FINEST IN CUSTOM UPHOLSTERED FURNITURE



Pizzillo Company Inc.
231 EAST 51st ST., N. Y. 22 PLaza 5-1592

Smith & Watson

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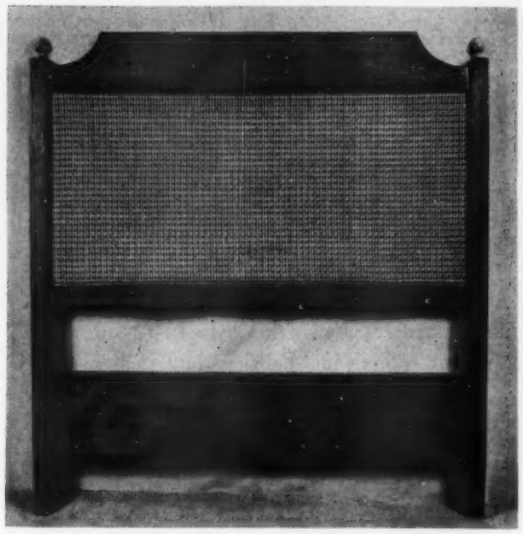
PL 3-1462



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Our latest design for contemporary or traditional bedrooms. This headboard made to order in all sizes, woods and finishes. Panel available in cane, wood or upholstery.

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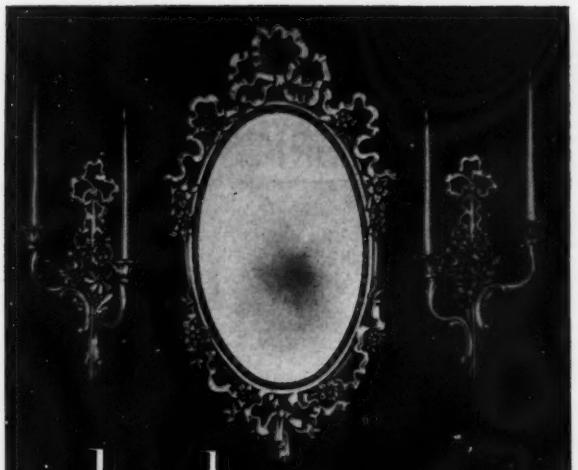

close harmony by Syroco

Mirror and sconces reflect the same gracious motif, to form a grouping of unusual beauty. The mirror, 16" x 24", the frame 22" x 36". The right and left sconces, 18¾" x 11". In Metalgold, or White accented with Gold. Catalog on request.

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SHOWROOMS:
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Kenneth Darrow, 1430A Makaloa, Honolulu
Kenneth Donithan, 4020 N. 34th, Phoenix
Paul Siegel, 1658 Olive Way, Seattle
Ken Keeney, 401 Jackson Square, San Francisco
John R. Willis & Co., 325 N. Wells St., Chicago

Manufacturers' Representatives, *continued from page 150*
geles and Southern California; J. S. Moffitt in Virginia and the Carolinas; and James Yates in the Southwestern United States.

* * *

DeLynn Associates, Inc., has announced the following to represent their A.I.D. Award winning extension cabinet line: Macey-Fowler, 305 East 63rd Street, New York; L. S. Walworth & Co., 325 North Wells Street, Chicago; George Steinfeld, 160 Decorative Center, Dallas; Richards Furniture Showrooms, 8811 Beverly Blvd., Los Angeles; and Rogers-Kneedler, 26 Hotaling Place, San Francisco.

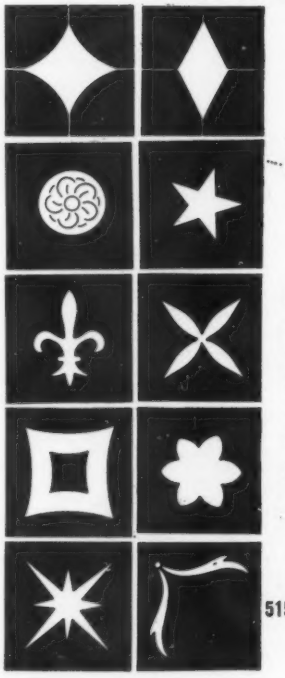
* * *

L. Anton Maix has announced the appointment of John Phillips as representative for both L. Anton Maix Fabrics and A. Maix's-ing Fabrics, Inc. to Southern California, Hawaii, Arizona, New Mexico and Nevada. Mr. Phillips' office is at the new showroom of Anton Maix Fabrics, Inc., 144 North Robertson Blvd., Los Angeles.

Most Asked-For Book

According to a report from the Public Library at San Antonio, Texas, the two most-asked-for books on the shelves are on decorating the home and philosophy. They are *Pahlmann's Book of Interior Decoration* by William Pahlmann, AID, and Clyde Bristol's *The Magic of Believing.*

NU-BRASS
METAL FLOOR MOTIFS



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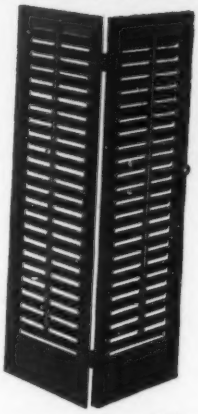
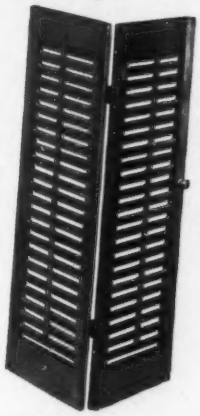
Southland Shutters now made in 3 beautiful woods. Offer exciting, new opportunities for decorators. Create stylish, new decorative effects that will delight your customers. Ideal for windows, doorways, closets, cabinets, screens or room dividers.



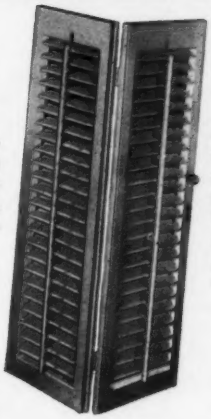
NATURAL FINISHED WALNUT

Satin finished in natural wood tones. No further finishing required. Made exclusively by Southland.



SMART BLOND BIRCH

Solid birch, satin finished in natural wood tones. No further finishing required. Made exclusively by Southland.



UNFINISHED SUGAR PINE

A beautiful reproduction of old shutters sanded smooth, ready for staining or painting at competitive prices. A Southland product high in quality.

Salesmen for Justice Mfg. Company:

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Illustrated catalog and price list gives easy instructions on how to measure and how to order. *NEW!*

Write today to—
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JUSTICE MANUFACTURING CO., INC.
400 Tootle Building, St Joseph, Missouri

——The Decorators' Mart for

ANTIQUES
FURNITURE
WALLPAPER
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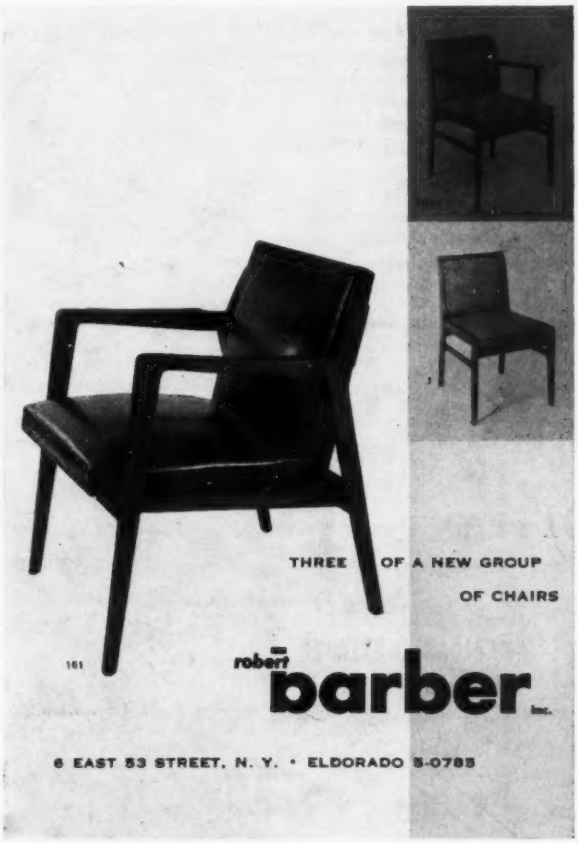
DUMONT HALL

628 Second Ave. (at 34th St.) New York City • MU 3-3711



11th ANNUAL A.I.D. HOMEFURNISHINGS DESIGN COMPETITION

This competition was initiated by the American Institute of Decorators to award Citations of Merit to the Designers of outstanding work in Fabrics, Furniture, Floor Coverings, Wall Coverings and Lighting. The purpose of these citations is to make known to the consumer public what the market offers in good design, and to commend the Designers who in the opinion of the jurors have created the outstanding designs in these fields which contribute to the practice of interior design and decoration.

Awards will be made to winning designs in a competition, open only to designers in the following classes: fabrics, furniture, floor coverings (including hard surface), lighting fixtures or lamps, wall coverings (including hard surface), used in interior design and decoration. Awards will be in the form of Citations of Merit of the American Institute of Decorators. Five citations, one in each class, will be made. If quality of submissions warrants, Honorable Mentions will also be awarded.

Conditions of Competition

1. Only designs of products which have been offered for sale after January 1, 1956, and which have reached the consumer market, may be submitted. Companies are entitled to enter their designs of products, provided they are accompanied by the name of the designer of each submission. Submissions are not limited in number.

2. Submissions must consist of one mount each and must be made on heavy illustration board 20″ x 30″. They must include one photograph of the product measuring 8″ x 10″; also the following label—lettered in a box or lettered on a card and mounted in the lower right hand corner, and measuring 3″ x 5″—all parts of which must be included:

First Line: A.I.D. DESIGN COMPETITION—

Second Line: Fabric in Cotton and Rayon Damask Weave (or applicable description for any other product or design).

Third Line: Approximate retail price ....

If the description requires two lines, the label may be set up as four lines. However, no label may exceed four lines, and the wording of the first and last lines must be exactly as above indicated.

3. In the case of a fabric submission, the photograph shall show sufficient length to exhibit the full character of the pattern. An actual sample of the fabric shall be securely attached to the board except for the lower right hand corner of the fabric which must be free from the mount for handling by the Jury. The sample must not cover the entire board, approximately three inches being required for the label in the lower right hand corner.

4. In the case of furniture, a photograph shall show the article isolated against a simple background. An additional photograph may be included which may be another view of the article used in conjunction with other elements of interior decoration, and/or a scale or dimensioned drawing, whether elevation sketch or perspective. In addition, sample or samples of the actual finishes, covering, etc. shown in the photograph of the article shall be mounted securely on the board.

5. In the case of a floor covering, the presentation shall be identical to that of a fabric described above.

6. In the case of a wall covering, the presentation shall be the same as that of a fabric mentioned above with the exception that the actual sample shall be completely attached to the mount.

7. In the case of lighting (which includes lamps and lighting fixtures used in interior decoration) the presentation shall be identical to that of furniture as mentioned above.

8. Entry fee: $5.00 per design submitted must accompany entry form.

9. Submissions which do not meet all requirements as to specifications and presentations, or in any other way, will be excluded from judgment.

10. Submissions must be delivered prepaid, addressed to American Institute of Decorators, 673 Fifth Ave., New York 22, N. Y. Delivery by hand must not be later than 5 p.m. on Thursday, January 31, 1957. If delivered by mail, they must be postmarked not later than midnight of the same day.

11. Submissions shall bear no name or other marks of identification of any kind. To the back of each must be attached a plain sealed envelope without markings, containing the name and address of the competing designer. It is realized that designs which have appeared in the market may be recognized by some, if not all, members of the Jury, but they will be judged on design merit alone. No mention of designers' names will be permitted in jury discussions, and every effort will be made to observe the anonymity of designs.

12. The Jury is not obligated to award Citations of Merit or Honorable Mentions if in its opinion designs submitted are not worthy of such awards.

13. The decision of the Jury will be final.

14. The American Institute of Decorators is not responsible for loss of or damage to submitted designs, through fire, theft or any other cause, in transit or on location at its own or any other address at which they may be judged or exhibited.

15. The Institute reserves the right to exhibit, for a period of one year, any designs submitted, at its own or any other addresses that may be included in a circulating exhibition tour.

16. The Institute accepts no obligation to return entries.

17. Submissions from foreign countries must not be insured, to avoid customs duty and to expedite clearance. This Institute will not accept or assume responsibility for customs duty.

18. Submissions of an entry in this competition constitutes acceptance of all conditions herein stated.

---

entry form

To:

AMERICAN INSTITUTE OF DECORATORS

673 Fifth Avenue
NEW YORK 22, N. Y.

I plan to submit ..... *designs in the A.I.D. Design Competition at $5.00 each.*

Enclose check for $.....

NAME OF DESIGNER .....

BUSINESS ADDRESS .....

HOME ADDRESS .....

NAMES AND ADDRESSES OF COMPANIES WHO HAVE EXECUTED THESE DESIGNS:

.....

.....

.....

I guarantee each submission has been designed by me and has been offered for sale not prior to January 1st, 1956, and has reached the consumer market, and agree to abide by all conditions of this competition.

Date ..... *Signature* .....

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

Pino L. Del Luca

IMPORTERS

Wall Sconce (double cornucopia) hand-carved, antique gold leaf, length 46", depth 29"

NEW YORK: 205 East 49th Street, PLaza 5-9294 • CHICAGO: L. S. Walworth & Co., 325 No. Wells St.
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custom painted finishes to harmonize with your color schemes

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the "lift" you need this market awaits you at

THE EXHIBITORS BUILDING

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. . . Chicago's finest and most convenient source of distinctive home furnishings

FLOOR AND WALL FASHIONS
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FLUES & ORR, INC.
MARDEN MFG., INC.
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Write for free directory!

Johnson Leather's 75th

The Johnson Leather Company, Inc., of New York is celebrating its seventy-fifth anniversary of turning out fine upholstery leathers. Over the years the firm has found it increasingly difficult to obtain skilled workers for intricate hand-finished methods. Therefore, the company maintains its own school for training new apprentices in this highly skilled art. Today, Johnson produces many interesting effects in leather to fit in with modern as well as traditional styles and offers a selection of more than 300 colors. Recent developments have produced two exclusive leathers called Cotillion and Tortoise, both featuring an unusual three-dimensional effect with deep-shadow graining.

New Floor Dressing

The American Biltrite Rubber Company of Trenton, N. J., has introduced Amtico Floor Dressing, an exclusive new formula especially compounded for vinyl floorings and equally effective for rubber, cork, linoleum, asphalt and sealed wood floors. It is being marketed with a companion product, Amtico Floor Cleaner.

Personalities

Bernard H. Levine, general manager of Gregori, Bloomington, Indiana, has announced the appointment of Alex J. Bass as Sales Representative.

Continued on page 158

Important New Source for CUSTOM UPHOLSTERED FURNITURE

Special Orders Welcomed

Olympia Furniture Co.

Anthony Cardone — formerly of Fine Arts Furn.
636-1st Ave. (36th St.), New York 16 • MU 3-0894

FRENCH FURNITURE
authentic in design, of unexcelled quality, and surpassing beauty

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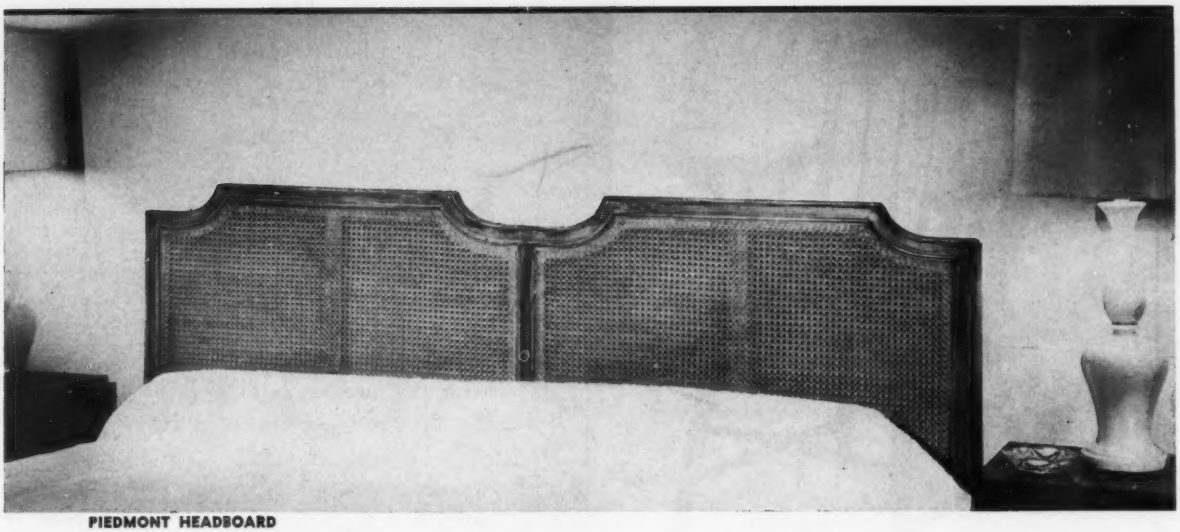
The Decorators Mart, 425 E. 53rd St., N.Y.
Paris: 8 Rue Ambroise Thomas
Dallas: The Rodgers Co., 3017 Fairmount St.
Boston: Berthold S. Stern, 661 Beacon St.
Kansas City: W. M. Love, Inc., 3939 Broadway
Los Angeles: R. Donald Skinner, 719 N. La Cienega Blvd.
Member: Decorative Furniture Manufacturers Ass'n.



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Designers and Manufacturers of Fine Furniture, Daybeds and Bedding

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MAGNIFICENT MAGNESIUM

. . . the shimmering elegance of magnesium with rich black walnut woods brings a new concept to fine furniture.

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A Division of Mueller Furniture Company
600 MONROE N.W. GRAND RAPIDS, MICH.
Miami • New York • Chicago • San Francisco • Toronto • Los Angeles

Selected top grain
FURNITURE LEATHERS
hand finished by Johnson

75 Years of handcrafting luxurious leathers for exclusive furniture

- finest quality imported and domestic hides
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- special color matching at no additional charge

write for sample card #100

Now on Display—Over 300 Color Swatches

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CHAIR

One of 24 Early American chairs from the Curtis Collection. Available in any finish.

Send for brochure & price list.

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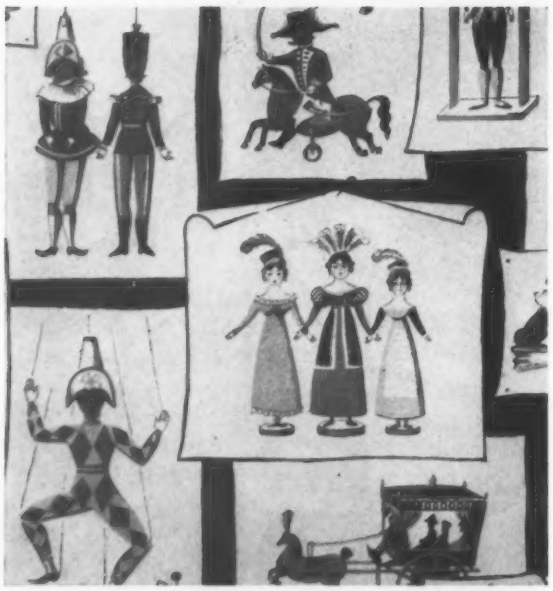
1 Park Ave., New York — Waters Bldg., Grand Rapids

WILTON E. OWEN, INC.

OLD STONE MILL, ADAMS, MASS.

NEW YORK SHOWROOM: 515 MADISON AVENUE



WM. J. GALLIGAN, INC.

OLD STONE MILL, ADAMS, MASS.

NEW YORK SHOWROOM: 515 MADISON AVENUE

Personalities, *continued from page 156*

Sue Dublin has joined the staff of Fabrics Unlimited, 515 Madison Avenue, New York. Miss Dublin is in charge of decorator service.

* * *

Donald S. Good, Donald H. McCree and Thomas P. Pooley announce their resignations as President, Vice-President and Secretary, respectively, of The Lackawanna Leather Company, Hackettstown, N. J., and their affiliation with the Good-McCree Leather Company of Hackettstown as Chairman of the Board, President and Secretary. The Good-McCree Leather Company was founded in 1947 and has expanded its production of novelty, specialty and miscellaneous leathers to include fine upholstery leather.

* * *

Z. Mordapour has joined the staff of Isabel Scott Fabrics, 515 Madison Avenue, New York as sales representative in metropolitan New York for Tropicraft of San Francisco, manufacturers of woven wood products.

* * *

Two additions have been made in the sales staff of Romweber's New York showroom, 305 East 63rd Street: Mrs. Joan Russell and Lester F. Swanson have joined the showroom sales staff. These additions, according to Paul C. Romweber, vice president in charge of sales, were made because of the large increase in showroom business.

Franklin fireplace

Decorative beauty with an ancestry . . . as quaint as the year 1744, when Benjamin Franklin invented it. A functional stove to serve as a fireplace. Blends beautifully with period or modern decor; in colors for contrast or matching. (Cash Po and Andirons extra) 33¼" high; 26" deep; 35¼" wide. Order No. 21-5. Catalog available to the trade.

VIRGINIA METALCRAFTERS VCM REG. U.S. PAT. OFF.

Virginia Metalcrafters

COLONIAL REPRODUCTIONS

In Iron, Brass & Silverton

Waynesboro, Virginia

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

ANTIQUES & REPRODUCTIONS

Double dresser with wood marbleized top finished to your decorator's colors and specifications.

Antique accessories shown are typical fine pieces from the di Lucca collection.

di Lucca, inc.

1226 Second Avenue • New York 21

LE 5-0005

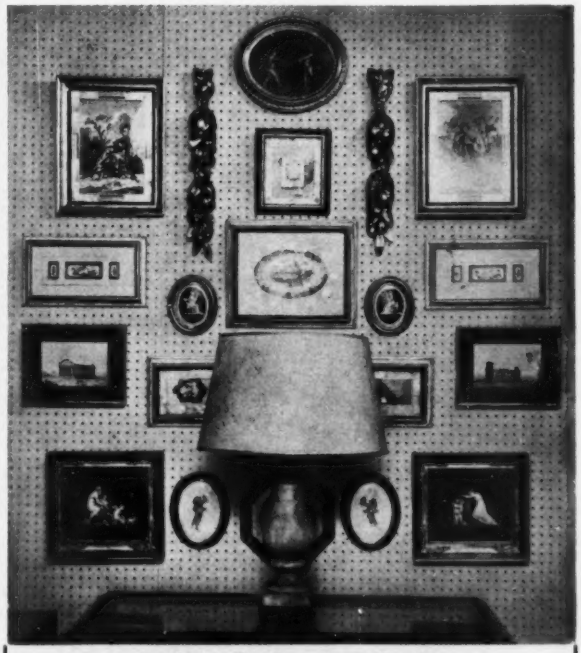
TO MARKET TO MARKET

On our spirited carrousel pony, reproduced in weatherworn circus colors . . . glass eyes . . . 7′ striped pole . . . 43″ wide . . . 28″ high. . . .

JO MEAD DESIGNS

220 W. ST. PAUL • CHICAGO, ILL.

SEND FOR BROCHURE



A constantly changing collection of antique pictures and plaques

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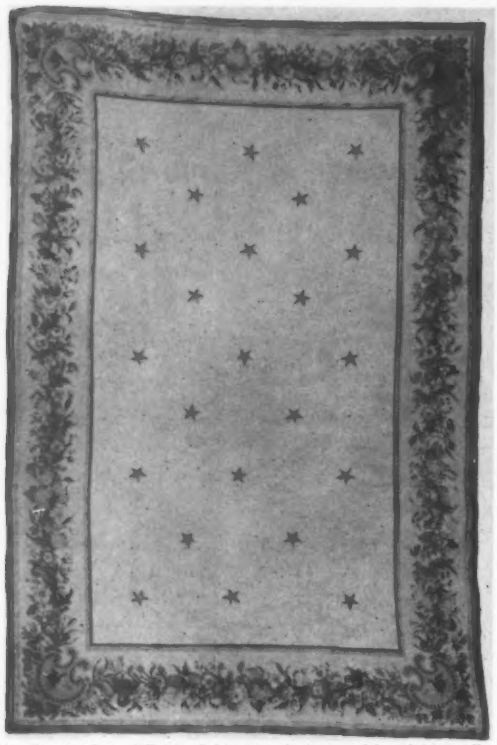
64 East 55th St., New York City • PL 9-5791

Sorry, No Catalogue



Needlepoint Rug—Offwhite field with soft shades of french blue, olive, beige and salmon.

COURY RUGS, Inc.

515 Madison Avenue, New York 22 • PLaza 3-6840

The Leading Source For Fine Rugs

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custom hand woven
fabrics and woodweaves
wallpapers
drapery and upholstery
fabrics

CHRISTIAN MUELLER & ASSOCIATES INC.

invite you to see the

GRACE RICHEY CLARKE STUDIO

DISPLAY

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HANDWOVEN WOODWEAVES

during the coming market

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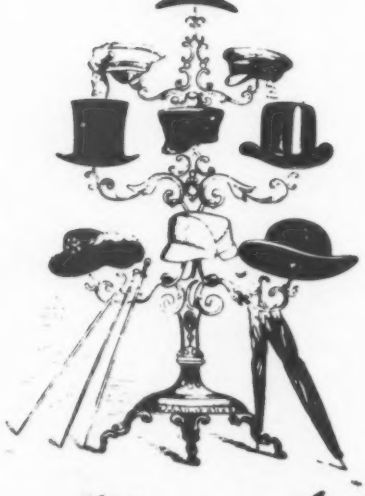
bon marché



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MIDWEST FURNITURE SHOWROOMS
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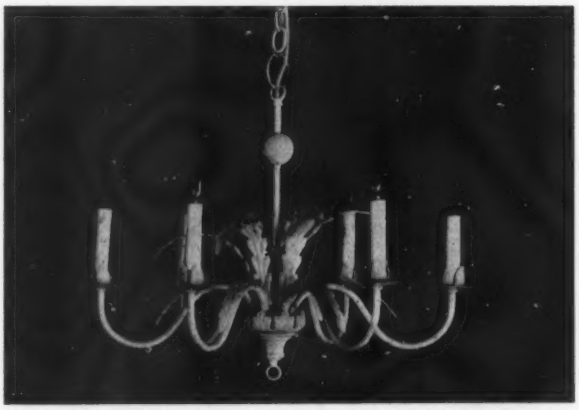
The Wire Frame Shop

PHILIP HUNCIK & SON

DISTINCTIVE WIRE DECORATIONS for HOME and GARDEN



#164: Wrought-iron Electric Chandelier

also custom-built wrought-iron furniture and accessories

531 W. 51st St., NEW YORK 19 JU 6-4239

Jane Ellis, 714 N. La Cienega Blvd., Los Angeles
John Willis, 325 N. Wells St., Chicago

Personalities

Don Henderson, former administrative assistant to the director of the Wood Office Furniture Institute, has been promoted to the post of Controller of the national trade group. The Institute is the association of major wood office furniture manufacturers of the United States and Canada with headquarters at 730 Eleventh Street, N.W., Washington, D.C.

* * *

Nat Blumberg has been named Vice President in charge of West Coast operations of Lightolier, Inc., lamp and lighting fixture manufacturers, according to an announcement from Edward H. R. Blitzer, President. Mr. Blumberg's headquarters are in the company's Los Angeles office, 527 West 7th Street.

* * *

R. Franklin Harward, Jr. has announced his resignation as president and treasurer of Thaibok Fabrics, Ltd., effective October 16th. Mr. Harward also stated that he has disposed of his financial interests in the company and has resigned as director.

* * *

Drulane, Inc., 225 Fifth Avenue, New York has announced the appointment of Mark & Jo Danner, 319 Second Unit, Santa Fe Bldg., Dallas, to represent their original Drulane collection of place mats, lamp scrolls and accessories.

ANNOUNCING **NEW HOME STUDY COURSE IN INTERIOR DESIGN AND DECORATION**

A school of high ideals and established responsibility announces a new home study course, prepared by leading interior decorators and teachers. This well-planned training program has been especially designed for Decorator's Assistants, Junior Decorators and others in the decorator trades.

This unusually comprehensive training includes: furniture arrangement, furnishings, period styles, wallpapers, color schemes, textiles, lighting and many other subjects. No classes. No wasted time. Diploma awarded. Low tuition. Send for free booklet.

CHICAGO SCHOOL OF INTERIOR DECORATION
Dept. 1229, 835 Diversey Parkway, Chicago 14, Ill.

The average doll (customer, to you) as well as the living doll (customer with taste) finds elegance, beauty, and original answers to the needs of modern living in Marden's expanded collection of chairs, sofas, sectionals, and tables.

Bring your dolls to a Marden showroom soon, and let them see how the good design, heirloom quality, and scope of the Marden collection can enhance modern, traditional, or transitional interiors.

MARDEN MFG., INC., 1015 N. Halsted Street, Chicago 22, Illinois • Write for catalog

SHOWROOMS CHICAGO: The Exhibitors Building, 325 North Wells
NEW YORK: Lewis Mittman, Inc., 304 East 54th Street
HOUSTON: Showroom Associates, 218 Hathaway Street
LOS ANGELES: Dotson & Lambert, 114 N. Robertson Boulevard

No. 372 Chair • No. 67 T table • No. 714 Sofa • No. 715 Chair

MARDEN

NEW LOUVRED DRAW COMBINATION UNIT

ANNOUNCING AN IMPORTANT NEW DECORATOR SOURCE FOR UNPAINTED FURNITURE

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HEADQUARTERS *for:*

- **BUTLER-BILT—Ready to Paint Furniture and Units**
- **National Brands of Unpainted Furniture**
- **Unlimited Combination of Bookcases, Desks, Chests, Louvred Door Cabinets, etc.**
- **Complete Finishing Facilities**
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Top Brass by STEMBRIDGE

This luxurious dining-card table—all hand wrought brass, with pearl shell top—is but one of the infinite number of solid brass treasures made by the Stembridge metalsmiths—skilled in the art of brass fabricating and finishing. Write for our catalog.

STEMBRIDGE MANUFACTURING COMPANY
131 N. Green St., Chicago, Ill.

See us at the Waters Bldg. in Grand Rapids

Chicago & Los Angeles: Knopp & Tubbs • New York: John Stuart
St Louis: Furniture Exhibitors • Dallas: W. Glenn Hennings

Changes of Address

Marion Wieder, creator of elegant bathroom accessories, has moved her showroom to 120 East 57th Street, New York.

* * *

The American Drapery and Carpet Company, drapery and upholstery workroom, has moved its showroom and offices to 542 Pearl Street, New York. The factory will remain at 620 Broadway.

* * *

The Alvin Furniture Mfg. Company, manufacturers of bedroom, dining room, living room and occasional furniture, have moved to 153 West 23rd Street, New York.

* * *

O. Harootunian & Sons, Inc., specialists in Oriental rugs, broadloom carpeting and special order area rugs, have moved to spacious new quarters at 52 West 53rd Street, New York.

Manufacturers' Representatives

Anton Maix Fabrics has announced the appointment of Jack Bridgement to its national sales staff. Mr. Bridgeman will represent the firm in Westchester, Long Island, New Jersey, and Philadelphia.

* * *

Old World Weavers, 115 East 57th Street, New York, have announced the following representatives for their

Continued on page 167

Decorative Prints

FOR FINE INTERIORS

framed and unframed

Exhibited this month:

OLD PRINTS OF CLASSICAL ANTIQUITIES

Visit our showrooms or send us your inquiries

THE OLD PRINT HOUSE

141 East 53rd Street, New York City 22, PLaza 1-4672

America's most wonderful collection of lighting fixtures and lamps is ever-changing, ever-expanding, ever-enchanting. That's why frequent visits to our showrooms are worth while.

11 E. 36 St., New York
1267 Merchandise Mart, Chicago

You may anticipate perfection . . .

. . . in the creation of complete bedroom ensembles at Philips-Bruce. The timeless beauty of our imported hand-carved headboards complemented exquisitely by the unique bed coverings which we create expressly for each piece. All in our own work shops . . . to your most exacting requirements.

PHILIPS-BRUCE inc. *furniture* • 944 Third Avenue at 57th Street, N. Y. 22, N. Y.
dining room groupings • living room furniture • bedroom furniture • fabrics • accessories

Wm. H. Jackson Company Patented Rolling Screen. Extremely fine mesh. Operates like window shade. Practical . . . inconspicuous.

Curtain Screen. Made of closely woven spiral wires. Complete with trolley, track and pull chain arrangement. Usually all black.

Visit our new showroom

WM. H. JACKSON COMPANY
"Everything for the Fireplace"
3 EAST 47th STREET
NEW YORK

the Elegance of

WILLOW & REED

CATALOG ON REQUEST

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32-24 111TH STREET,
EAST ELMHURST, NEW YORK

SHOWROOMS:
NEW YORK: ONE PARK AVE.
GRAND RAPIDS: WATERS BLDG.
BOSTON: 90 CANAL STREET
NEW ENGLAND CONTRACT FURNISHINGS, INC.
SAN FRANCISCO: 26 HOTALING PL.
ROGERS-KNEEDLER, INC.

WR

READ THE PICTORIAL STORY "A GOLDEN THEME" IN THIS ISSUE!

SYLMER

Draperies and upholstery fabrics at 20 Fifth Avenue silicone finished by Perma Dry for best spot, stain resistance

COFFEE, TEA, MILK, GRAPE JUICE, SOFT DRINKS and other waterborne stains sponge right off the Sylmer Silicone Finish that forms an "invisible slipcover" on fabrics. Won't wash away, dryclean-proof. Keeps fabric looking new longer, more luxurious.

PERMA DRY HAS CUSTOM TREATED OVER 1,000,000 YARDS OF FABRIC of all types from silk sheers to velours . . . has the know-how to silicone treat any fabric for best spot, stain resistance.
FREE Brochure and price schedule on request

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FLAMEPROOFING
WEATHERPROOFING
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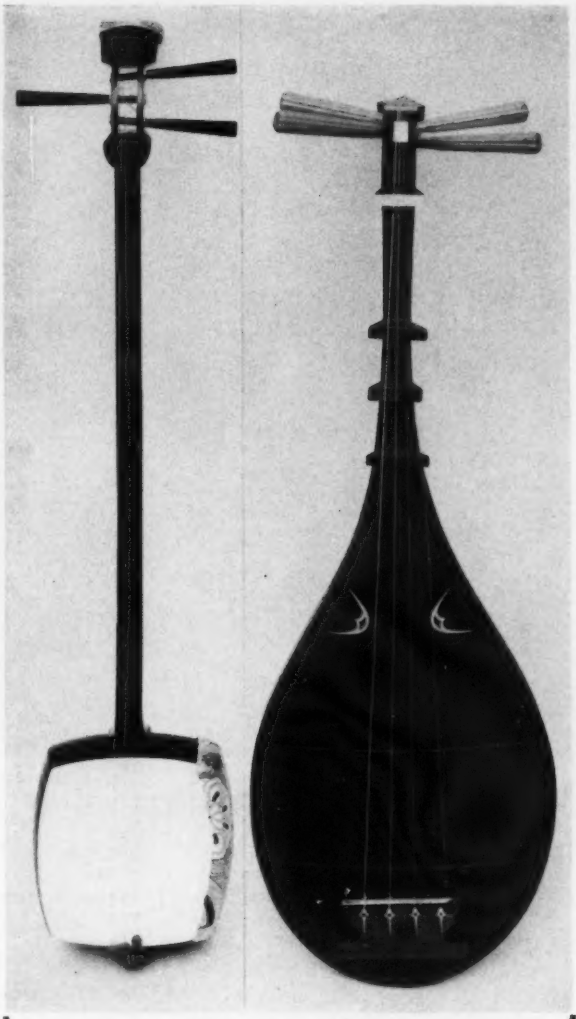
A.I.D. NEWS

The first annual Elsie de Wolfe Award will be presented by the New York Chapter of the American Institute of Decorators at a dinner in the Grand Ballroom of The Plaza on Thursday, December 13, 1956. The award is presented for inspiring contribution to those arts which concern A.I.D. membership. Candidates who have been nominated for the award are Edgar Kaufmann, Jr., whose many projects have included the "Good Design" program from 1950 to 1955, a new edition of the works and writings of Frank Lloyd Wright and innumerable articles in architectural and design magazines; Russell J. Lynes, staff member of *Harper's* magazine and author of "The Tastemakers"; Lewis Mumford, author of "Sticks and Stones" and other books on architecture; Judge Irwin Untermeyer, for many years an active member of the Board of Trustees of the Metropolitan Museum of Art of New York; and Mrs. Vanderbilt Webb, who for the last 25 years has devoted tremendous energy to the cause of the craftsman and is the guiding spirit behind the recently opened Museum of Contemporary Crafts in New York. The winner will be chosen by members of the New York Chapter by vote.

* * *

A Vocational Conference was held in Springfield, Mass., on October 26th, the joint venture of the Connecticut Valley Historical Museum and the New England Chapter of the A.I.D. Attendance was approximately eighty and guest speakers included Pierre Bedard, president of Parsons School of Design; Miss Jean Fischer, former head of Interior Decorating Department of Woodard and Lothrop, Washington, and now an active member of the New England Chapter; Miss Annett Francis, Associate Editor of *House and Garden;* and Dr. Edgar Schenck, Director of Brooklyn Museum, N. Y. After the guest speakers, Ivan Nickerson, President of the New England Chapter, defined the true function of a decorator as "determining the needs and requirements of a client, her ideas, color preferences, and then transposing them in the best possible taste so that the finished product is the client's home and not a monument to her."



THE PURE AND SIMPLE

LINE OF CLASSIC

JAPANESE INSTRUMENTS

On the left—the "Samisen", with brocade rests.

On the right—the "Biwa", (Japanese lute)

Average length, 36"

Mottahedeh

NEW YORK 10:	225 FIFTH AVENUE
Chicago 54:	1555 Merchandise Mart
Los Angeles 14:	633 No. La Cienega Blvd.
San Francisco:	472 Jackson Street
Dallas, Texas:	2722 Fairmount Street

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

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APPRECIATION

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It is in this spirit and with sincere pleasure that I extend the cordial good wishes of myself and associates for a Very Merry Christmas and Happy New Year.

William G. Hoyt
President

ALLIED BOARD OF TRADE

INCORPORATED

350 MADISON AVENUE, NEW YORK 17, N. Y. Murray Hill 2-4372

Representatives, *continued from page 162*

fabric collections: Thomas B. Tanner, 211 West St. Paul Street, Chicago; Brantley-Odin, Inc., 85 N.E. 40th Street, Miami; House of Duncan and Huggins, 1338 19th Street, N.W., Washington, D.C.; Ben Hannewyk, 2915 Fairmount Street, Dallas; and Ellouise Abbott, 3111 Baldwin Street, Houston.

* * *

The K. M. Adams Company, 275 Brannan Street, San Francisco, has been appointed an additional distributor for Amtico flooring products.

Manufacturers' Literature

Dodge Cork Co., Inc., Lancaster, Pa., has issued their 1957 catalog on Vinyl-Cork, SG Cork and Standard Cork Tile Flooring. Full color illustrations of Dodge patterns are featured with a complete color chart, design data and installation instructions. Copies may be obtained by writing directly to the Dodge Cork Company.

* * *

The Douglas Fir Plywood Association has announced a new 12-page illustrated catalog covering fir plywood grades, specialty products and application data. It may be obtained without charge from Douglas Fir Plywood Association, Tacoma 2, Washington.

Continued on page 171

Manufacturers of fine upholstery and drapery fabrics for jobbers

La France

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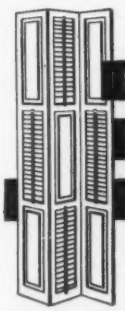

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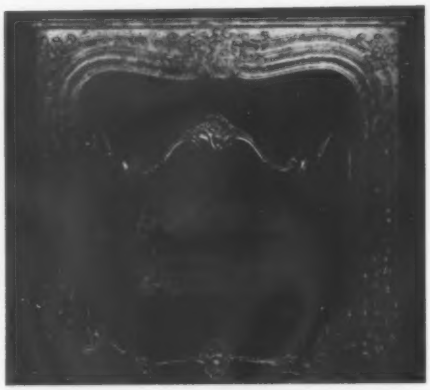

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DESIGNER WANTED: Desigers of Business Interiors have top position open for a designer whose present earning power is in excess of $10,000. Write box 305, Interior Design Magazine, 201 East 56th Street, New York City.

DESIGNERS WANTED: Designers and constructors of stores, showrooms & business interiors, long established in metropolitan New York have several permanent positions to offer. Excellent pay for designers of experience and ability. Write Box No. 306, Interior Design Magazine, 201 East 56th Street, New York City.

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PARTNER WANTED—Interior Designer with 10 years experience in his own business as furniture manufacturer, antique dealer, and designer, seeks partnership in active business in related field. Write Box 303, Interior Design Magazine, 201 E. 56 St., New York 22, N. Y.

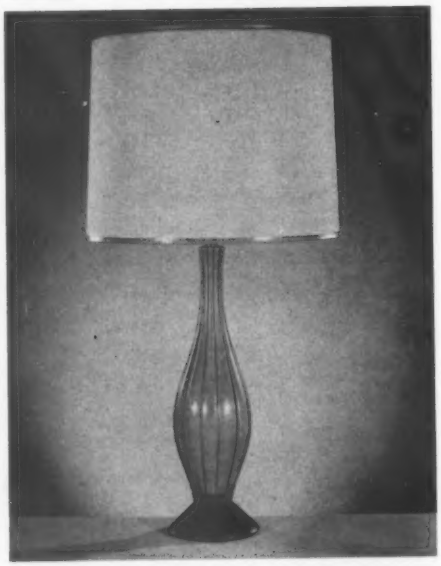
REPRESENTATIVES WANTED for Decorative Fabric Line consisting of hand screened prints, exclusive upholstery and drapery fabrics. Line is extensive enough to make other lines unnecessary. For PUERTO RICO, CUBA, MEXICO and the PHILLIPINE ISLANDS. Must be experienced and have good trade contacts. All replies held in strict confidence. Give full particulars in first letter. Write Box No. 307, Interior Design Magazine, 201 East 56th Street, New York, N. Y.

SITUATION WANTED: Interior Decorator—experienced in institutional, office and residential work—expert knowledge of sources and business procedures seeks challenging connection where abilities would bring results. Free to go anywhere. Write Box No. 308, Interior Design Magazine, 201 East 56th Street, New York City.

SITUATION WANTED—Graduate of TRAPHAGEN SCHOOL of INTERIOR DECORATION seeks affiliation in same or related field. Ambitious, youthful, attractive. Phone HEmlock 6-7684 or write Miss Audrey Shemin, 812 Avenue C, Bayonne, N. J.

SITUATION WANTED—Interior Decorator desires position in New York, member of A.I.D., Parsons graduate, also Ecole des Beaux Arts. Background—several years decorator with department store. Also, Manager of antique and decorating establishment. Write Box No. 309, Interior Design Magazine, 201 East 56th Street, New York, N. Y.

WANTED—Interior Decorator—Male, willing to locate in upper midwest in a lucrative community with large number of professional residents. Trade area covering some 200,000 population. Excellnt opportunity for person desirous of working in medium sized shop. In applying, state age, martial status, salary and commission expected, possible starting date, experience and photograph. Write Box No. 304, Interior Design Magazine, 201 East 56th Street, New York City.



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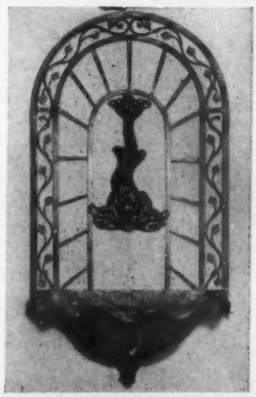

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Bedroom group in walnut from Johnson's "Forward Trend".

Manufacturers' Literature

Mills-Denmark, importers of custom furniture from Denmark, are offering an illustrated brochure of their Arkitekt collection of coordinated furniture for living, dining and bedroom.

* * *

A new, 12-page catalog illustrating the complete line of Azrock Flooring Products in full color is available from the Azrock Products Division, Uvalde Rock Asphalt Company, San Antonio, Texas.

* * *

The Round the World Basket and Gift Shop, Inc., 444 Third Avenue, New York, offers an illustrated catalog of their collection of accessories of woven rattan, bamboo and willow. Included are serving trays, waste baskets, and bird cages.

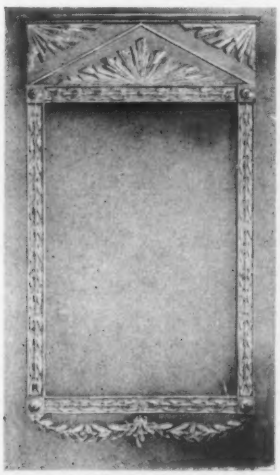
* * *

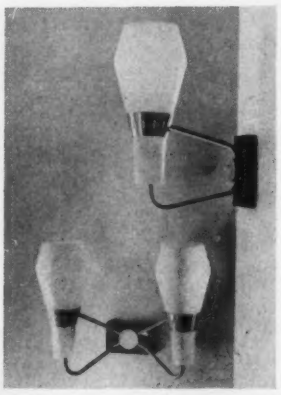
"Outdoor Living" is the title of a new booklet issued by Troy Sunshade Company, Troy, Ohio, with a wealth of suggestions for stylized garden or patio settings shown in color as well as black and white photographs, featuring Troy's new furniture designs.

* * *

New Townsend Showrooms

Warren R. Townsend, President of Townsend Mfg. Co., Zeeland, Michigan, has announced the opening of new and larger showrooms in the Exhibitors Building, Grand Rapids, on the 7th floor. Featured amongst the line of Townsend authentic French Provincial occasional furniture is a new line of American Provincial pieces.





Errata

Someone should bake us an upside down cake. In the November issue on page 21 the lighting fixture from Nessen Studio, and on page 70 the French reproduction mirror from D. Milch & Son were pictured upside down. We show them here in their natural positions.

* * *

On page 95, the sheer curtain fabric in the reception room of the Butterick offices should have been credited to Creative Looms, the sofa fabric to Rancocas.

Friedman

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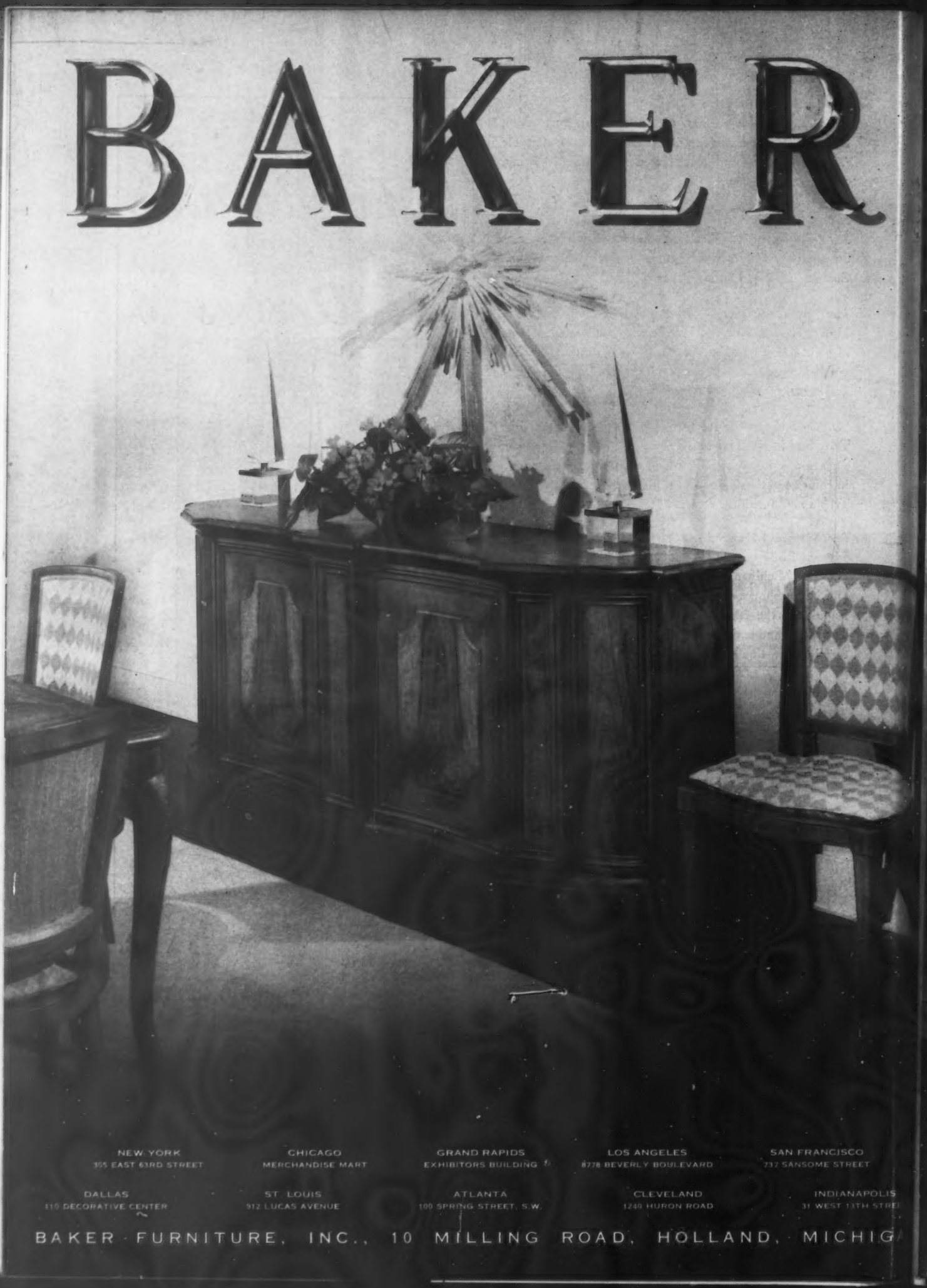
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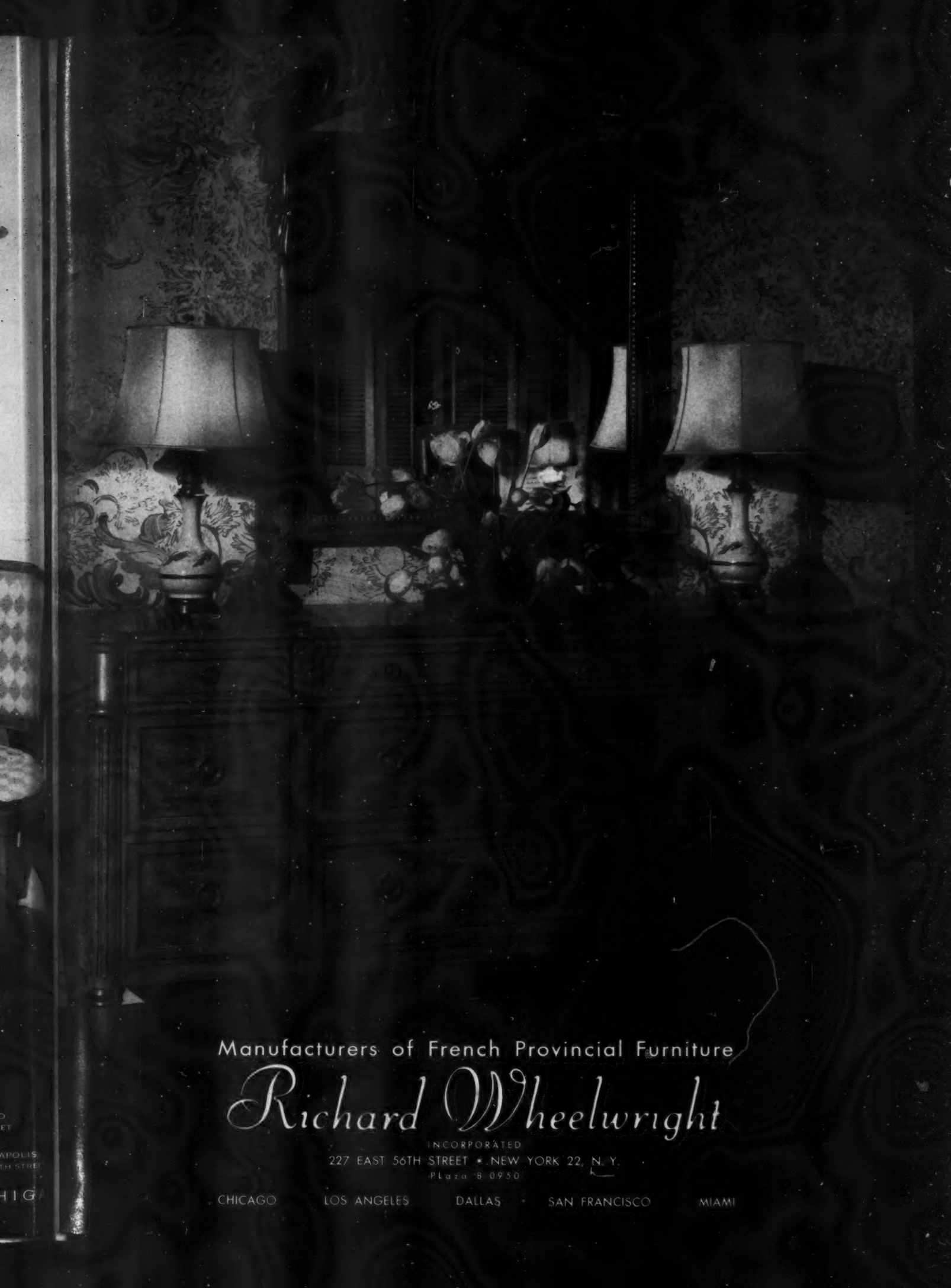
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